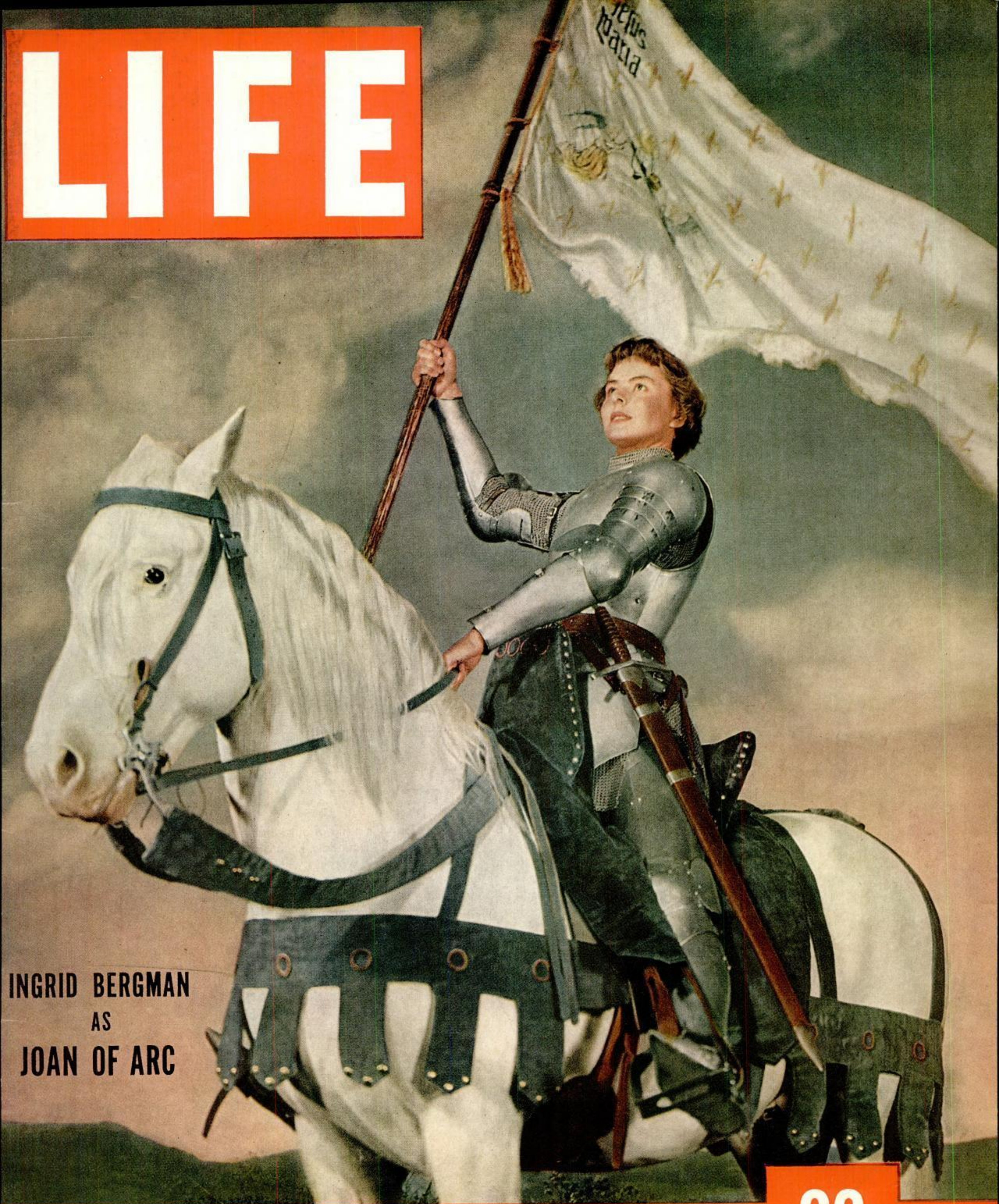


LIFE



INGRID BERGMAN
AS
JOAN OF ARC

NOVEMBER 15, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

**EXCLUSIVELY
SHEAFFER'S!**

Lock-tite socket. Pen locks in—air tight—keeps point always ready to write.

**EXCLUSIVELY
SHEAFFER'S!**

Matching "Fineline" Pencil. Propels—repels—expels leads. Built with accuracy and precision of a fine watch.

**EXCLUSIVELY
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Stratowriter—America's finest ball-tip writing instrument—available with blue or red strato-ink!

**EXCLUSIVELY
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Ratchet swivel mount. Pen swings in full circle—lies flat or stays in convenient 45° angle position.

**EXCLUSIVELY
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Wider variety of styles in jet crystal—Mexican, Spanish, Brazilian or Italian onyx... with gold name plate if you wish.

**EXCLUSIVELY
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Famous White Dot—symbolizes superiority in every fine detail of design, materials and craftsmanship.

**EXCLUSIVELY
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The famous "Triumph" hand-wrought cylindrical 14 karat gold point available in sixteen personalized styles for true character in writing.

**EXCLUSIVELY
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Gracefully balanced "White Dot" Pen—maximum writing ease and comfort.

ONLY
Sheaffer's
Triumph

SUPERIOR IN EVERY FEATURE

**PRIZED ABOVE ALL OTHERS FOR
UTILITY...BEAUTY...PERFECTION**

For your own prized possession—for a gift of outstanding distinction... nothing can match Sheaffer's "Triumph" Desk Sets. Each is made by gifted artisans... as skillful as diamond cutters... working with a jeweler's precision and accuracy. The result... outstanding superiority... years of enduring satisfaction—and pride in owning a genuine Sheaffer's! Look for the White Dot... your unerring guide in selecting the world's finest desk set... Sheaffer's "Triumph." Sheaffer Desk Sets priced from \$10.00 to \$108.00.

W. A. Sheaffer Pen Company, Fort Madison, Iowa and Malton, Ontario, Canada

SHEAFFER'S
Copyright 1948 W. A. Sheaffer Pen Company

Spanish Onyx Set
\$15.00

Mexican Onyx Set
\$25.00

Brazilian Onyx Set
\$50.00

Jet Crystal Set
\$17.50

Italian Marble Set
\$24.50
(Plain socket—no nameplate, \$20.00)

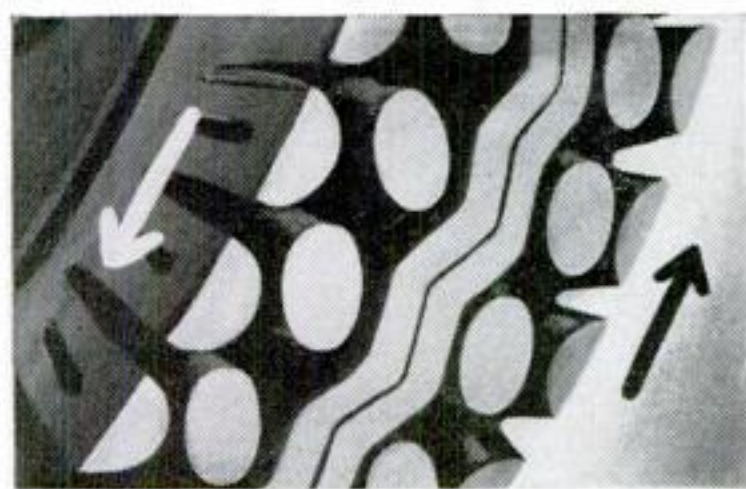
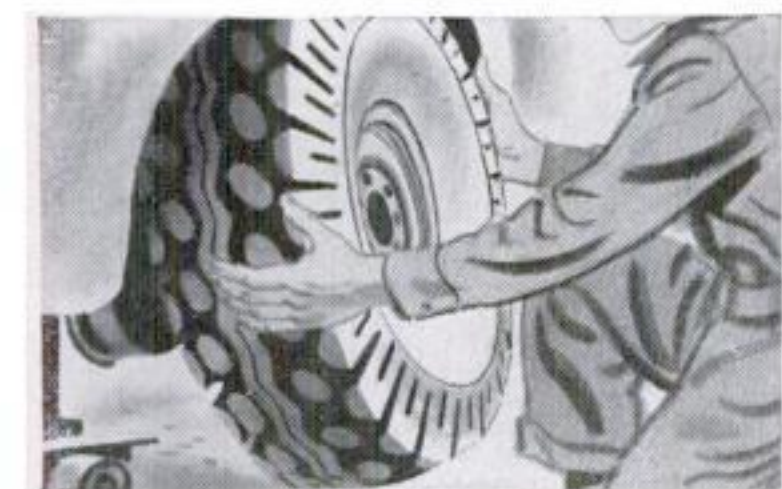
**Sheaffer Desk Sets Available with Pen—
Pen and Pencil—Pen, Pencil and Stratowriter.
For sale at all good dealers throughout the
United States and Canada.**

6 out of 10 motorists will need this B.F. Goodrich tire before Nov. 30!



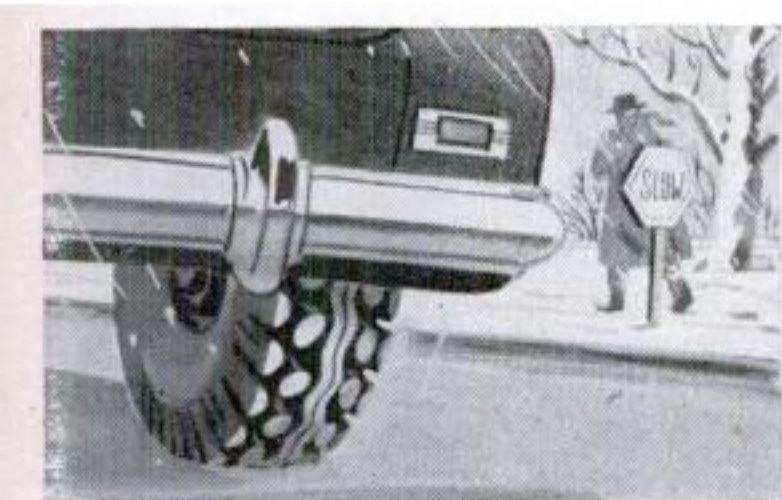
How to tell if you're one of them

U. S. Weather Bureau records show that 29 states out of the 48 (see list below) can expect at least an inch of snow between now and the end of November. And that will affect more than 19,000,000 motorists. If you're one of them, don't wait till you're stuck in the snow to do something about it!



GET SET FOR WINTER driving now with a pair of B. F. Goodrich Mud-Snow tires on your rear wheels. They'll pull you safely, surely, through winter snow and mud, carry you smoothly and comfortably over open highways or city pavement.

THE RUGGED, EXTRA-THICK tread design has a two-way bite that digs deep into slippery snow or sticky mud, gives the same sure traction in forward gear or reverse. Self cleaning. Won't clog or pick up gravel. It *keeps* its grip.

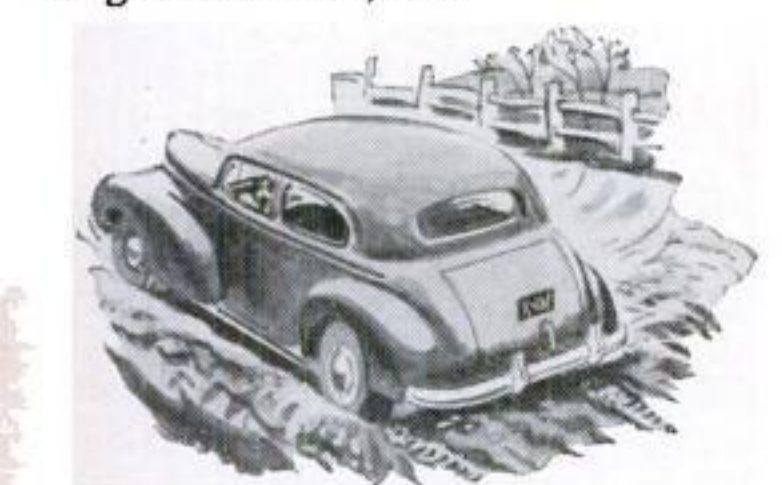


UNLIKE MOST winter-type treads, the B. F. Goodrich Mud-Snow tire performs equally well on open pavement. The twin-strip center riding bar insures smooth riding, eliminates road pound. Gives you longer tread wear, too.

BUY 'EM IN PAIRS! Yes, B.F.G. Mud-Snow tires work best in pairs, so that's the way to buy 'em—one for each rear wheel. Put a pair on now and store your regular tires away for next spring. The B. F. Goodrich Company, Akron, O.

GREAT FOR WET WEATHER TOO! Even if you don't live in a snow-belt state you'll have plenty of use for a B.F.G. Mud-Snow tire. It pulls like a tractor in sticky mud, or in open fields. In fact for all "off-the-pavement" driving, all year 'round, get B. F. G. Mud-Snow tires.

If you live in one of these states, get B.F.G. Mud-Snow tires before Nov. 30!



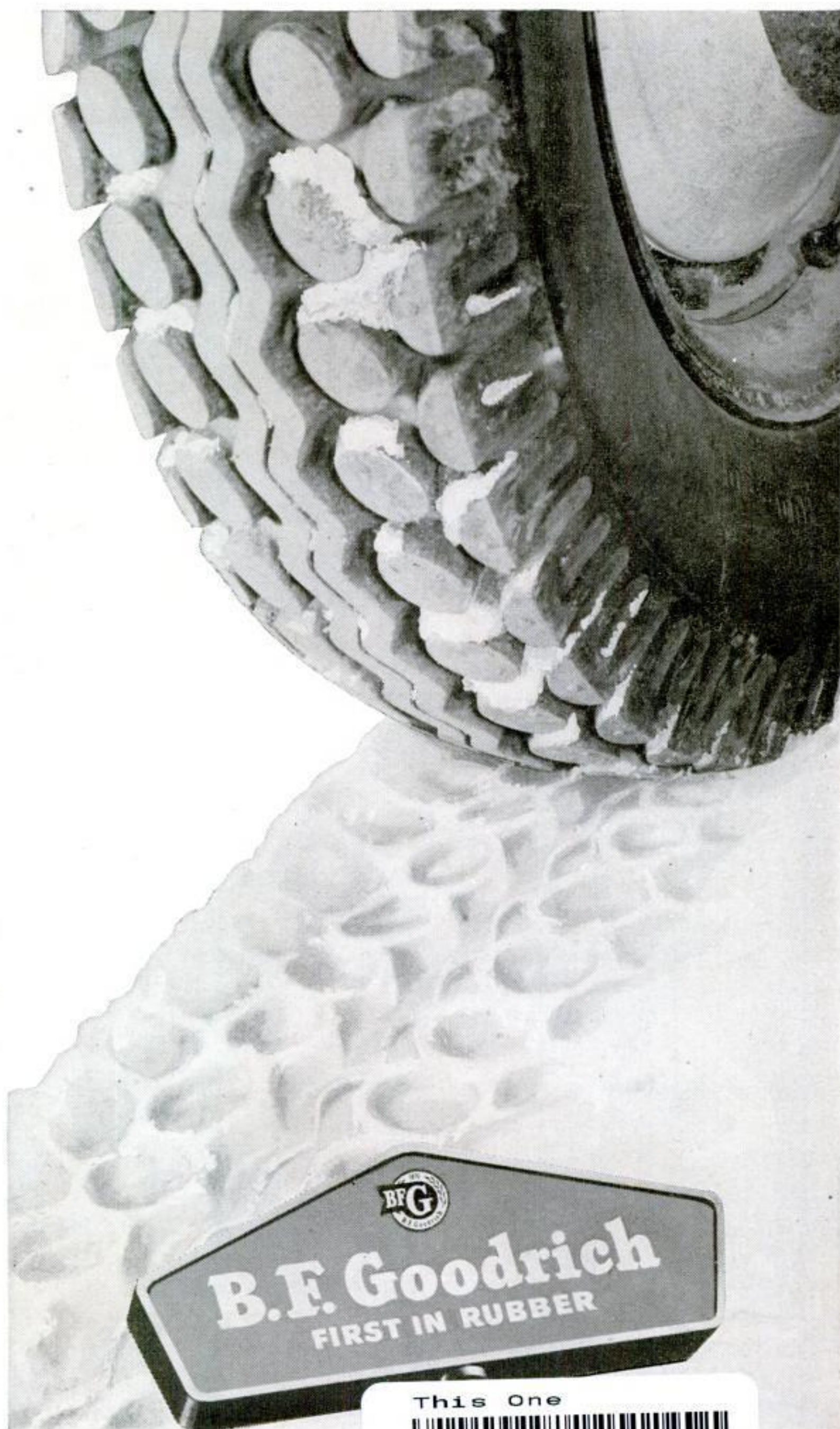
MAINE
NEW HAMPSHIRE
VERMONT
NEW YORK
MASSACHUSETTS
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S. DAKOTA
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NEW JERSEY



45 MINUTES OF MUSIC FROM A SINGLE RECORD

... ANOTHER "FIRST" BY COLUMBIA RECORDS



COLUMBIA Lp LONG PLAYING MICROGROOVE RECORD

Finer tone quality! So lifelike you'll hardly believe you're listening to a record. Low notes, high notes are heard without distortion. And practically no surface noise!

Uninterrupted music! Major works are recorded either on 2 sides or 1 side of a single LP record. At last—no more annoying "breaks."

More than twice as much music for your money! Columbia LP Records save you up to 60% per selection over conventional Vinylite records. Think how much farther your music budget goes... how much faster you'll build a fine record collection.

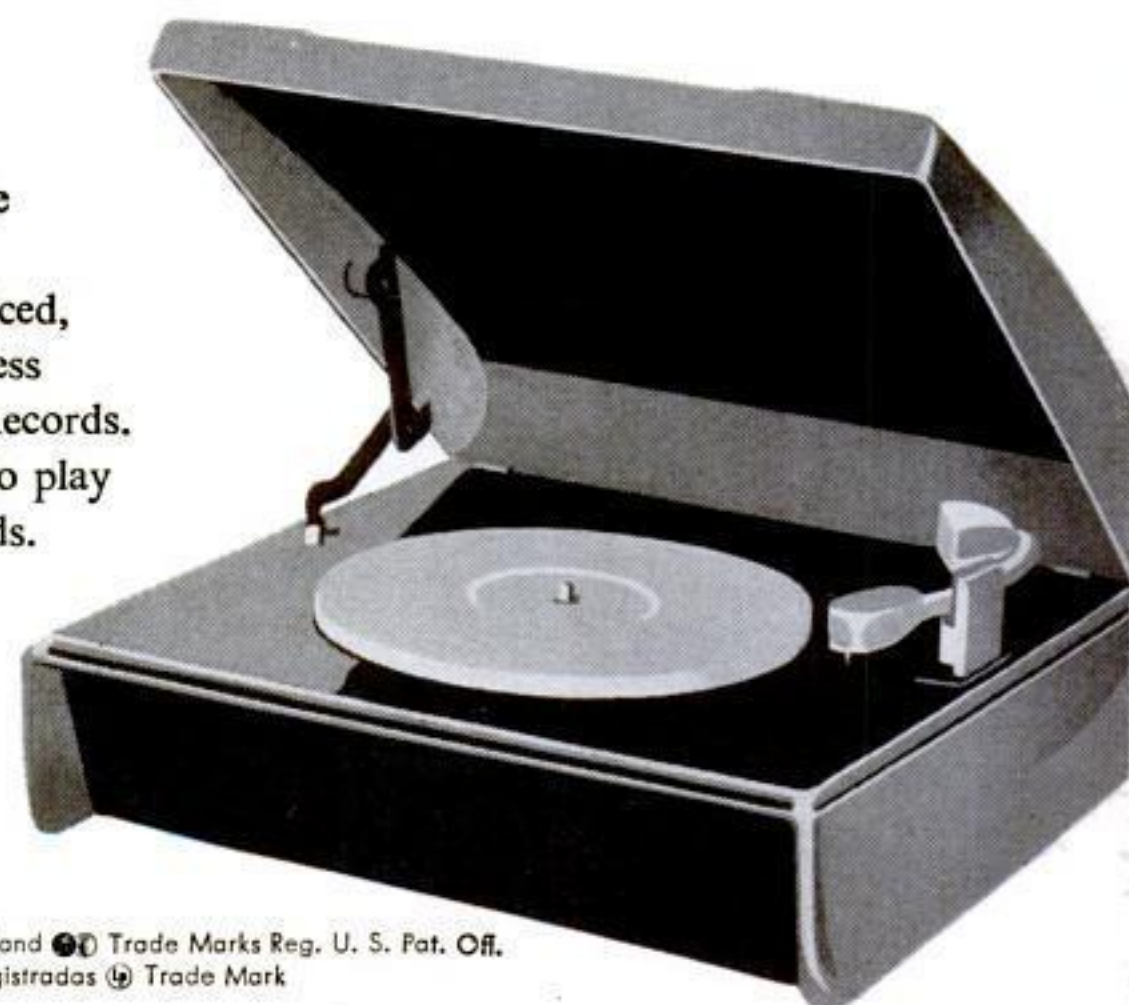
Nonbreakable Vinylite! Makes broken records practically a thing of the past—another source of savings. And super-smooth Vinylite means finer tone.

Saves storage space! Every inch of shelf space holds 3 hours of music!

Over 600 selections already in catalog! Symphonies, concertos, musical comedies, jazz, opera, children's stories—157 different records! A wonderful collection of entertainment by your favorite artists who record exclusively for Columbia. Many new releases every month.

THIS COLUMBIA Lp PLAYER ATTACHMENT plays LP records through your present radio or phonograph

You only need to add a slow-speed player attachment to your present set in order to play LP Records. The handsome Columbia Player shown here is quickly installed, attractively priced, and precision-designed for flawless reproduction of Columbia LP Records. It modernizes your present set to play *both* LP and your regular records. Has amazing featherweight tone arm weighing only $\frac{1}{8}$ of an ounce! Your savings on a few LP Records pay for it.
See your dealer today!



"Columbia," "Masterworks" and Lp Trade Marks Reg. U. S. Pat. Off.
Marcas Registradas Lp Trade Mark

They found The better way

It was just two years ago that the first Kaiser purred into life and was driven from Willow Run.

Its builders had seen their dream come true. They had planned this car for years. Its vision had been taking shape as they had shoved back mountains, and had dammed swollen rivers. They had dreamed about it as they had built bridges of ships across oceans.

They had built it not only for luxurious roominess and a hundred new conveniences, but for dependability as well. As engineers, they expected much from it. Today, that dependability is proved—as a quarter million owners have driven the cars from Willow Run more than two billion miles, on every kind of road.

By every standard by which dependability can be measured, the Kaiser has proved itself. It is *value-proved, road-proved, owner-proved*. It is the *most-copied car in America!*

Now, for the first time in history, you can have a full-size car—with fuller all-around vision—with four doors—with a top that glides back and out of sight at the touch of a button. It's a Kaiser, of course . . . the new 1949 KAISER Convertible! Kaiser-Frazer Corporation, Willow Run, Michigan.

Liberty Ships—Kaiser-built



THE  1949
KAISER CONVERTIBLE

Why don't you drive
a **1949 Kaiser**
and find out?



Mr and Mrs. were caught in a squeeze...

Each thought the other'd bought anti-freeze
Don't count on the whims of the opposite sex:
Do it yourself — Get "Zerone" or "Zerex"



"ZEREX"*

Permanent type — one filling lasts all winter in a properly serviced cooling system.



"ZERONE"*

Economical — retards rust and corrosion. Needs only an occasional check-up.

Get a **DU PONT ANTI-FREEZE**

*Reg. U. S. Pat. Off.



For great entertainment by great stars, don't miss the Du Pont "Cavalcade of America"—on NBC Monday evenings

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

To Thoughtful Parents of Creative Children . . . Ages 2 to 6, 7 to 11

The Young People's Record Club Offers

Absolutely Free



ONE OF THESE ENCHANTING UNBREAKABLE RECORDS

ARE you one of those thoughtful parents who realizes that a love for music is as natural in little children as their love for play? If so, we offer your child a Young People's Record *absolutely free!* You are not required to pay for the record nor return it. We make this offer to introduce you to an exciting new way to teach your child to enjoy and understand good music. A plan which regularly brings to your home music created with a sincere understanding of children . . . music to play to . . . music to listen to . . . music to sing and dance to . . . and,

most importantly, music your child can *grow with!* YOUNG PEOPLE'S RECORD CLUB was organized by educators and musicians who understand children as well as music. For the first time, they have created a program which provides children aged 2-to-6 and 7-to-11 with an intelligent and enjoyable approach to the appreciation of good music.

Give your child the guidance he needs now, so that his natural unspoiled taste for music can grow with him—richer and more rewarding throughout the years.

Help Your Child Grow Musically

FREE for Children 2 to 6 BUILDING A CITY

What wonderful sounds and motions go into building a city! Here are the carpenter, the painter, the steam shovel—all teaching your child new and exciting rhythms!

FREE for Children 7 to 11 LET'S ALL JOIN IN

Folk songs about America which acquaint your child with native American folk music, while they stimulate him to join the fun.

THE CRITICS APPLAUD:

PARENTS' MAGAZINE—"Many of us have been waiting a long time for such an understanding of children."

NEW YORK TIMES—"The best in children's records."

ASSOCIATION FOR CHILDHOOD EDUCATION—"Recommended as they offer meaningful listening, creative thought, active participation, pure joy."

SAN FRANCISCO CHRONICLE—"These are highly superior productions done with great intelligence, skill and simplicity."

FIRST PRIZE IN THE 1948 ANNUAL RECORD CRITICS' AWARDS—" . . . a major cultural influence."



A DELIGHTFUL NEW RECORD MAILED EVERY MONTH!

Every month Club members receive a new, exclusive, unbreakable record, especially created for their own age level . . . approved by a distinguished Board of Editors, and pre-tested in classrooms and nursery schools. From the very first stages of rhythm and play activity, your child is gradually introduced to delightful and meaningful stories, children songs, orchestral and instrumental selections. Folk lore, music of outstanding American composers and the enchanting treasures of other lands provide an ever-expanding series of delightful musical experiences.

Every record invites your child to sing, dance or play in happy participation with the theme of the music or story. Above all, it must entertain your child, must not be "over his head" or difficult to respond to in any way.

Every record is superbly recorded by outstanding artists on high fidelity, unbreakable 10-inch plastic, permitting even the youngest members to handle them without supervision. Record jackets, de-

lightly illustrated in color, contain complete lyrics and descriptive notes useful to parents and children alike.

PLEASE ACCEPT ONE OF THESE FREE RECORDS FOR YOUR CHILD

To discover how easily and delightfully you can help your child to a lifetime enjoyment of good music—one that will grow richer and more rewarding throughout the years—simply mail the coupon now. We will promptly send your child the gift record you select, plus a copy of the Club magazine "Record Time," absolutely free. At the same time we will reserve a membership for your child. If your child is not delighted with the record, simply send us a postcard within 10 days cancelling the reservation. Otherwise, as a Club member, your child will receive a new, unbreakable record every month, and we will bill you monthly for only \$1.39 plus 6c postage. Whatever your decision the gift record is your child's to keep — ABSOLUTELY FREE. Give your child the music he needs

and deserves—the "best in children's records," by sending the coupon NOW!



EVERY RECORD PREPARED BY THIS EMINENT BOARD

DR. HOWARD HANSON . . . Outstanding American composer and conductor. Director, Eastman School of Music.

DOUGLAS S. MOORE . . . Noted American composer. Head of Dept. of Music, Columbia University.

DR. RANDOLPH SMITH . . . Educator and Psychologist. Director, Little Red School House and Elizabeth Irwin High School.

GENEVIEVE TAGGARD . . . Noted American poet and teacher.

YOUNG PEOPLE'S RECORD CLUB, Inc.
Dept. 11L, 40 W. 46th St., New York 19, N. Y.

☐ BUILDING A CITY ☐ LET'S ALL JOIN IN

Please send FREE record checked above, and reserve a membership in the Club for the child whose name I have indicated. Unless I cancel the reservation within 10 days after receipt of the FREE record, you may send the child a Young People's Record every month and bill me monthly for only \$1.39 plus 6c postage. In any case, the Gift Record is ABSOLUTELY FREE.

Child's Name

Address

City and State.....

Age.....Date of Birth.....

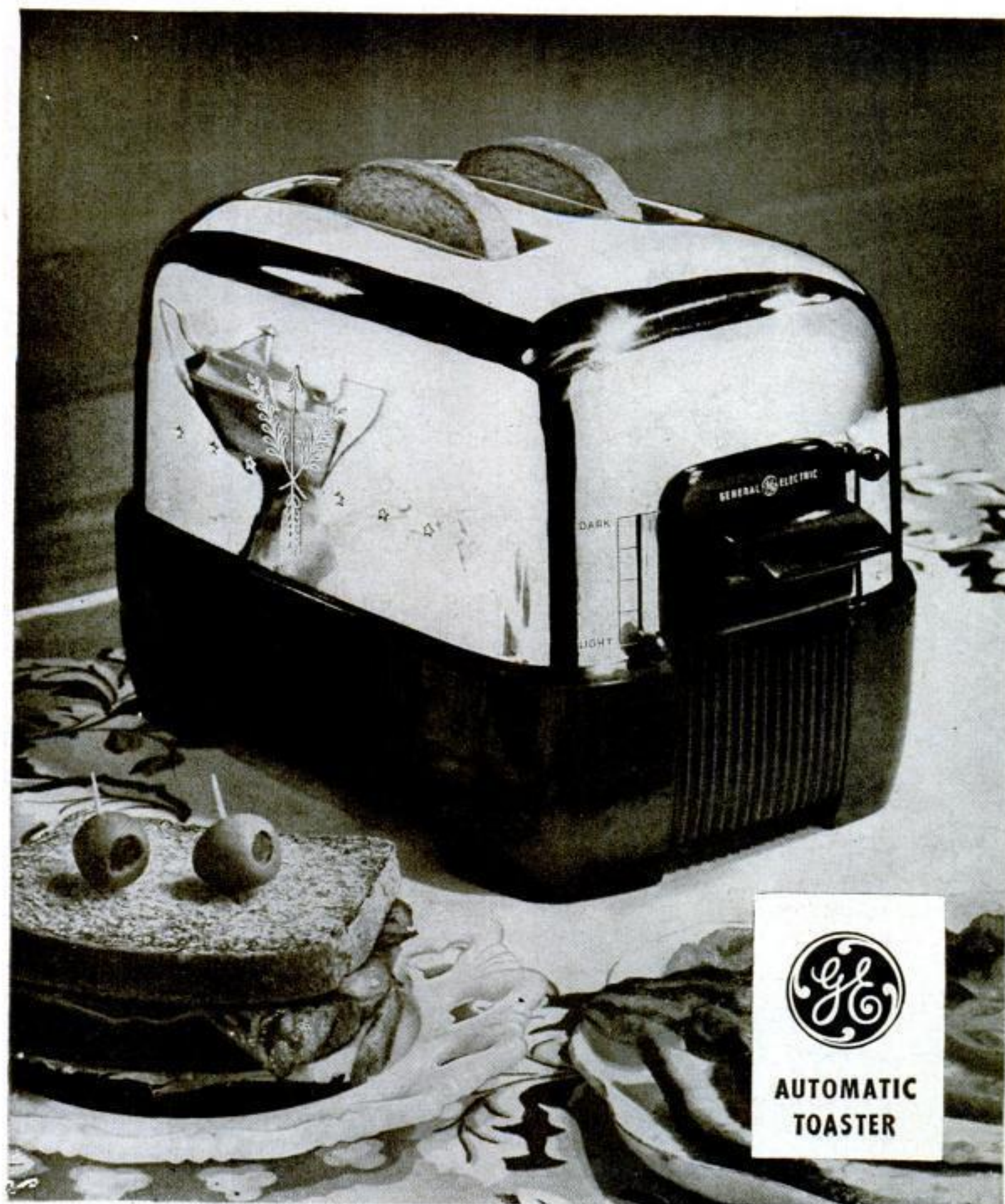
My Name.....

Address

City and State.....

☐ If you wish to enroll your child now and not be billed monthly, enclose \$15.00 for a fully prepaid Annual Membership. Your child will receive the FREE record, together with the first of 12 additional records, one mailed each month.

IN CANADA: PRICE \$15.95, YPRC Ltd., 46 ELGIN ST., OTTAWA, ONT.



See the General Electric Automatic Toaster at your dealer's—\$21.50

*At last! a toaster
with patience!*

**Now General Electric Automatic pops toast up
—or keeps it warm till you're ready!**

Eat your toast when you want it!



This General Electric wonder has a built-in "patience." Just set the control to "keeps warm" or "pops up." The toaster will patiently keep your toast hot and crisp till you're ready... or pop it up.

Toasts each and every slice to taste.



Light, medium, or dark. Just set the knob—and this General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty.

So quick to clean!



This General Electric Toaster has a Snap-in Crumb Tray for cleaning that's quick and easy! The tray snaps in and out... can be wiped clean in ten seconds! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

GENERAL  ELECTRIC

LETTERS TO THE EDITOR

YOUNG NAZI

Sirs:

Your article "Attempt at Americanization of a Nazi Ends in Failure" (LIFE, Oct. 25) is living proof of the old statement, "Once a Nazi, always a Nazi...."

MILDRED LEA BARISH

New York, N.Y.



HANS PRUFER

Sirs:

It seems that facts have been somewhat misrepresented in your article about Hans Prufer, wherein you say that Hans proved so difficult that his relatives who brought him over here from Germany have had to put him out of their home.

I do not know the Noltimier family but have been working with Hans for over two weeks during which time there has been some opportunity to get acquainted with the so-called "Nazi."

... Hans speaks German, Russian, Italian, Spanish, English with an ex-

CONTINUED ON PAGE 9

Christmas Gift Order Form

SPECIAL CHRISTMAS RATES

One Subscription \$6
Second Subscription \$5
Each additional Gift \$4



please send

LIFE

to:

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address _____

city _____ zone _____ state _____

Send gift card from: " _____ "

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Enter my own subscription as part of this order ☐ Do Not ☐

I enclose \$_____. Please Bill Me ☐

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City _____ Zone _____ State _____

L-11-15

Mail to LIFE 540 N. Michigan Ave.,
Chicago, Ill., or give to your newsdealer

*Now
you can
smoke any
cigarette!*



**Many doctors recommend this
crystal filter cigarette holder to
reduce nose and throat irritation**



Your mouth feels fresher, your nose and throat more comfortable, and your cigarettes taste better, with Denicotea. Because the nicotine and tars trapped in the filter never reach your nose and throat.

The ejector model in lustrous aluminum includes 10 crystal filters. \$2 at stores everywhere.

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DE-NICOTEA
Crystal Filter Cigarette Holder
Alfred Dunhill, 660 Fifth Ave., New York



choose his gift from

the Handsome Foursome

Golden Mesh watch bands

Distinguished in design, smart in style, masculine in appeal, and more popular every day! That's GOLDEN MESH...in four new styles! Dress up his watch with this "cloth-of-gold" beauty for Christmas. ENDURING KREISLER QUALITY in the colors of yellow, pink, or white gold. Also in 14 KT. gold. See GOLDEN MESH at your favorite jewelry or department store. \$12.50 to \$115., incl. Fed. Tax. Other Kreisler bands for men, from \$5.95 incl. tax.



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MASCULINE



POPULAR

P.S. For Her: Golden Mesh watch bands \$8.95 (incl. tax)



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Jacques Kreisler

WORLD'S LARGEST MAKERS OF JEWELRY WATCH BANDS FOR MEN AND WOMEN

NOW...the world's easiest

Pumpkin Pie!

For the
FILLING...
smoothest, richest
you ever
tasted!



*M-m-m, taste that
real old-fashioned flavor!*



For the
CRUST...
sure-success and
flakiness in
a jiffy!



LIBBY'S

Mary Hale Martin brings you this prize recipe!

Mix together: 2 slightly beaten eggs, $1\frac{3}{4}$ cups Libby's Pumpkin, $\frac{3}{4}$ cup sugar, $\frac{1}{2}$ teaspoon salt, 1 teaspoon cinnamon, $\frac{1}{2}$ teaspoon ginger, $\frac{1}{4}$ teaspoon cloves, $1\frac{1}{2}$ cups evaporated milk, light cream, or top milk. Pour into 9

inch unbaked pastry shell. Bake 15 minutes in hot (425°) oven, reduce heat to moderate (350°) and bake 45 minutes, or until knife, inserted in center, comes out clean. (Libby's Pumpkin comes in both 1-pie and 2-pie size cans.)

A S S I M P L E A S 1-2-3!

It's so easy now to thrill your pie-guy with a flaky-crust, melt-in-the-mouth "punkin"! Lady, you can't miss with your favorite pie crust mix—or your own pie crust recipe—and glorious, golden Libby's Pumpkin.

Libby's is prize pumpkin from a very special strain of seeds cultivated just to "grow" perfect pies! Packed by a unique process that makes it custard-smooth, Libby's gives you just-right consistency every time! No wonder it's preferred by so many good cooks!

Libby, McNeill & Libby, Chicago 9, Ill.

GIRL TICKLED SILLY



about that distinctive tangy flavor of **CHEEZ-IT** crackers!



America's largest selling cheese cracker!
A Quality Product of Sunshine Biscuits, Inc.

Desbitt's
OF CALIFORNIA

-with a refreshing dash of carbonation!

LETTERS TO THE EDITORS

CONTINUED

ceptional amount of accuracy. He is eager to learn Japanese and wants very much to go to college and study law. He is industrious and able in his job at a store here and is liked very much by his 20 fellow employees.

It does seem that this young man is possibly a problem but no more than any other young person who has found something to believe in and is then told it is all wrong. If we can't prove to Hans that America is the place we all believe it to be, then we are failing to grasp an opportunity which is given but seldom—the opportunity to teach the American way of life. . . .

NAME WITHHELD

Whittier, Calif.

Sirs:

I was appointed by the Noltimier family as an attorney to get the two Prufer children from Germany for them. Since Hans left the Noltimiers, there have been numerous offers of generous people who would like very much to have the two children come and live with them. Hans is now living in our household, and both my wife and I think he is one of the finest young men we have known.

This is a serious matter with Hans, with his sister, with us and should be with you.

HAROLD R. LARSEN

Whittier, Calif.

Sirs:

What is it with those Noltimiers? It took the kid 18 years to become a Nazi. How do they expect him to overcome those years of teaching in three short months?

A case similar to this occurred back in 1938 in Illinois. A Nazi German boy was sent by his grandmother to his father in this country. The boy went through a series of troubles with the FBI, finally ended up in jail. Today that boy is a captain in the U.S. Army stationed in Germany. It took at least five years to Americanize him, yet he's doing his bit for the U.S. now.

I think we should give this Hans Prufer a chance.

JAMES A. MAHONEY

Albuquerque, N. Mex.

U.S. SECURITY

Sirs:

In your article which described the Navy beachhead maneuvers (LIFE, Oct. 25), you tell the story of the "Russian" impostor and imply that the security provisions at the maneuvers were excellent. In my opinion you have completely missed the boat. It is hard for me to understand how the reporter, no matter how he was dressed, was able to get within miles of what I presume were supposed to have been highly secret exercises. . . .

The incident is an excellent example of how poor the security provisions were, not how good.

CHARLES M. GRAY, M.D.

Tampa, Fla.

● Wrong. The exercises were not secret. In fact, the fake colonel was picked up in an area open to the public, where he had every right to be, whatever his costume. Thus, before he could be questioned, it was necessary for the suspicious MP to invite him to a "better" restricted location befitting a high-ranking Russian officer. Once there, the authorities could properly ask him to produce his credentials.—ED.

CONTINUED ON NEXT PAGE

TruVal
SHIRTS • PAJAMAS • SPORTSWEAR

MOST SHIRTS
2⁶⁵ 2⁹⁵
OTHERS
3⁵⁰ 3⁹⁵ 4⁹⁵

You'll love TruVal's colorful winter sportswear!

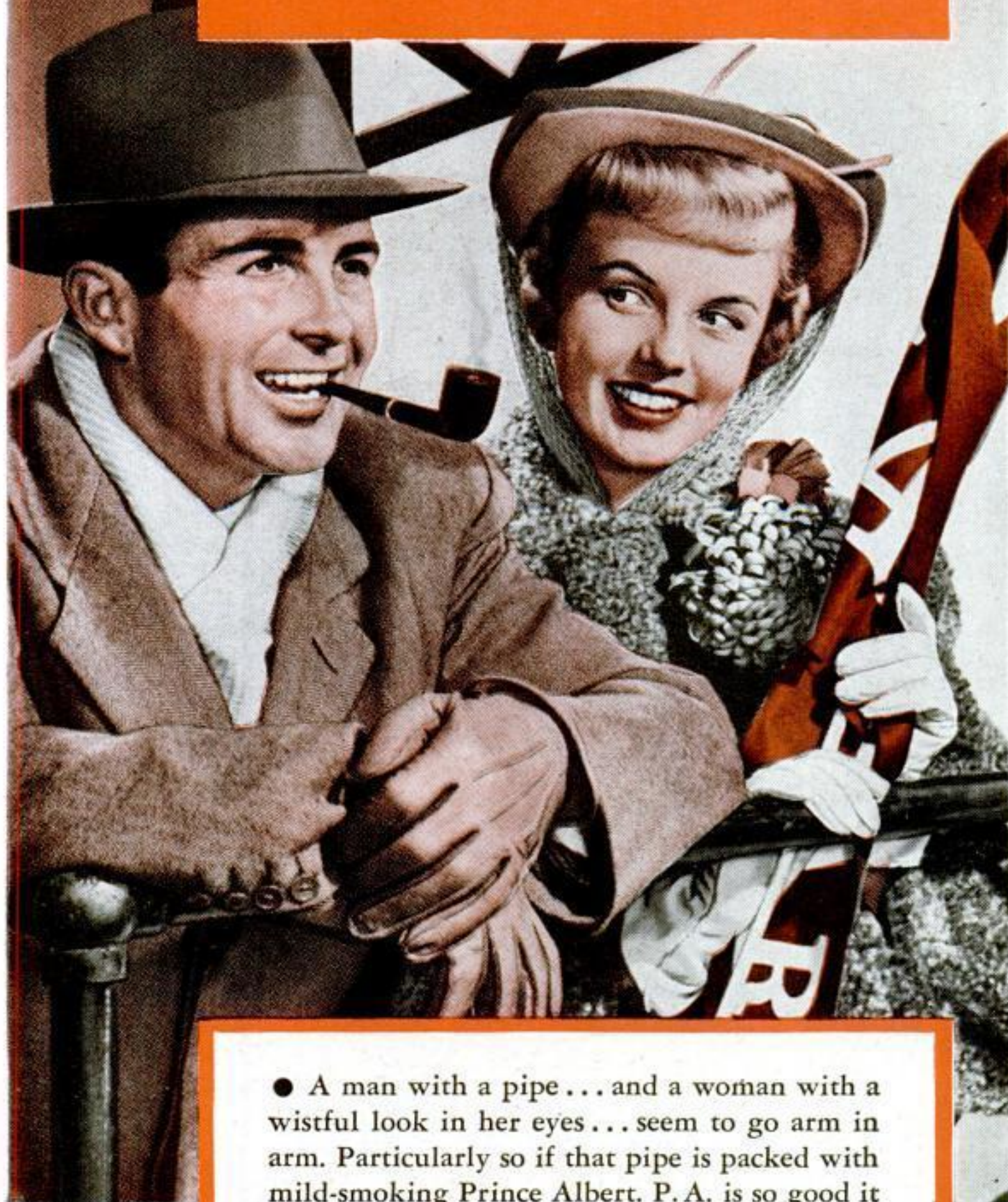


Sport Shirts from \$395 to \$1350

The TruVal Fox steals his colors from Autumn to create masterpieces for you in shirts, sportswear and outerwear. You look your best in TruVal—and feel your best in them, too, because of their smooth easy fit, and the delightful sense of rugged free comfort that they give you. The gayest woolen plaids, solid colors, light virgin wool and heavyweight sport shirts, two-tone sport shirts, shirt-jacs—an astonishing large, handsome, and completely satisfying variety for you to choose from. And at prices that make your visit to your favorite men's shop a *must*—today!

TruVal Manufacturers, Inc., 261 Fifth Ave., New York 16. Division of Publix Shirt Corp.

You rate on a date
when you've got P.A.*



R. J. Reynolds
Tobacco Company,
Winston-Salem,
North Carolina

● A man with a pipe... and a woman with a wistful look in her eyes... seem to go arm in arm. Particularly so if that pipe is packed with mild-smoking Prince Albert. P.A. is so good it says a lot for the man who smokes it!

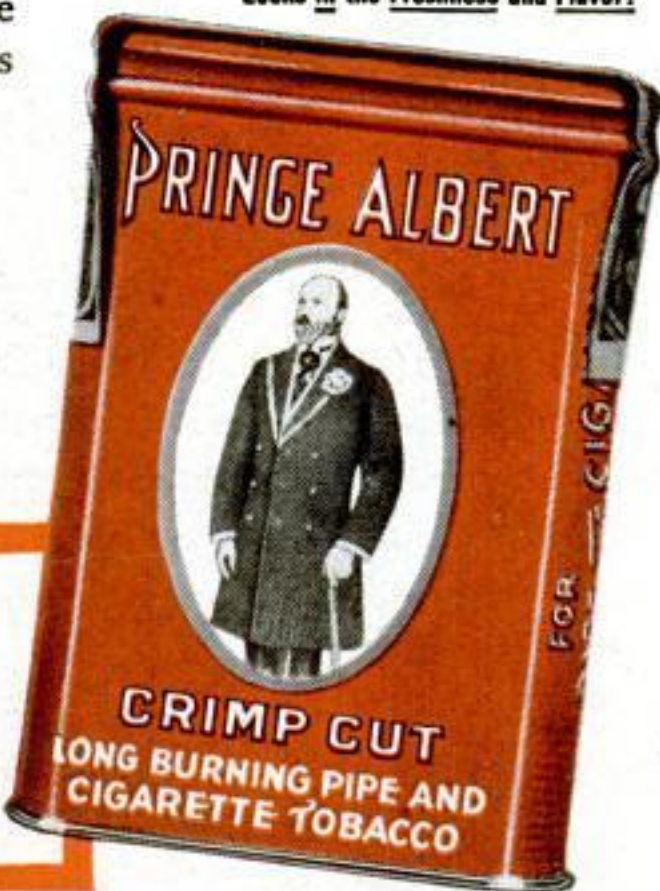
P.A.* means **P**ipe **A**ppeal
P.A. means **P**rince **A**lbert

Prince Albert gives you the things you value most in a pipe tobacco—rich, mellow flavor... tongue-easy mildness. P.A.'s choice tobacco is crimp cut and specially treated to insure against tongue bite. No wonder P.A. is America's largest-selling smoking tobacco!



NOTHING LIKE IT FOR
'ROLLING YOUR OWN'.
CRIMP CUT PRINCE ALBERT
ROLLS UP FAST INTO NEAT,
SWELL-SMOKING CIGARETTES!

The
National
Joy Smoke



NEW HUMIDOR TOP
Locks Out the air—
Locks In the Freshness and Flavor!

LETTERS TO THE EDITORS

CONTINUED

VIGELAND'S SCULPTURE

Sirs:

... In your story about the statues in Oslo's municipal park (Speaking of Pictures, LIFE, Oct. 25), I definitely dispute (though I'm sure I don't know what good it will do) the statement that the Oslo city fathers were intimidated by the sculptor Gustav Vigeland.

I considerably refrain from boring you with my opinion of Vigeland's art (which is more than I can say for your writer), but I cannot condone the dismissal of the monolith with apocryphal snortings of Evelyn Waugh. I don't believe Waugh ever snorted (for publication) in his life. As for the trite and unoriginal comment of the Chicago visitor that "he must have been paid by the ton," it is hardly worthy of repetition by anyone above the level of a radio announcer with a traveling mike.

Anyhow the pictures more than justified themselves and fortunately can be, if necessary, excised from their surroundings.

H. W. HANEMANN

Daytona Beach, Fla.

Sirs:

There is another possible interpretation of the Vigeland statue you suggest may be a father juggling babies. I was stationed outside Oslo when the Army announced the individual scoring system for return to the States and discharge. Besides length of service and overseas duty this included 12



STATUE OF MANY NAMES

points for each of three dependent children. Our company always claimed that the statue was a GI, obviously not on speaking terms with his supply sergeant, who was holding high his three 12-point children while kicking out the fourth one who couldn't be counted according to the regulations.

JOHN METZ JR.

East Weymouth, Mass.

LIFE GOES TO A PARTY

Sirs:

As one born and raised in Hawaii and who respects the Hawaiian people, I resent the implication that the Hawaiian ball (LIFE, Oct. 25) had anything to do with Hawaiian custom. Such brawls can occur anywhere...

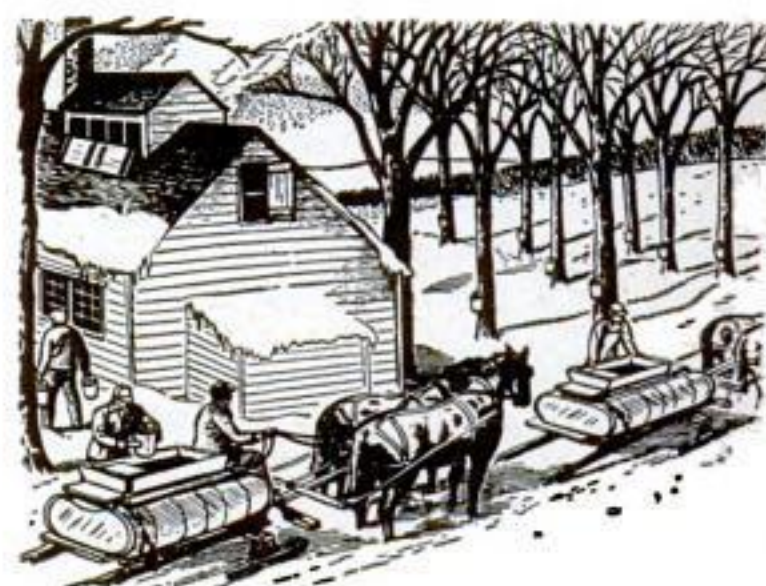
THELMA HUGHES

Berkeley, Calif.

Sirs:

... Hawaii has more to offer than cigaret-filled punch and submarine love seats...

LUCAS SCHUYLER VAN ORDEN
Evanston, Ill.



The gathering of Vermont maple sap starts with a rush when frosty early spring nights are followed by brilliant, sunshiny days.

Gives you real maple sugar flavor

The delicious taste of real maple sugar—it's a downright mouth-watering treat! And it's a treat you get in every bottle of our Vermont Maid Syrup.

Our skilled blenders take maple sugar with a full, rich flavor, then blend it with cane sugar. This blend gives you, at moderate cost, uniformly rich and delicious real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid
Syrup

Give your
Lighter new

ZIP!

ZIPPO flints!
Especially made to the specifications of the makers of famous Zippo windproof lighter. Sure-sparking. Long-lasting. Fit most lighters. 4 for 10¢.

ZIPPO fuel!
Another great Zippo product! Quick-lighting. Burns with clean, clear flame. Works in any lighter. Now available in cans with convenient pouring nozzle. 25¢.

Give a friend a grand
gift with this new
3-in-1 kit!



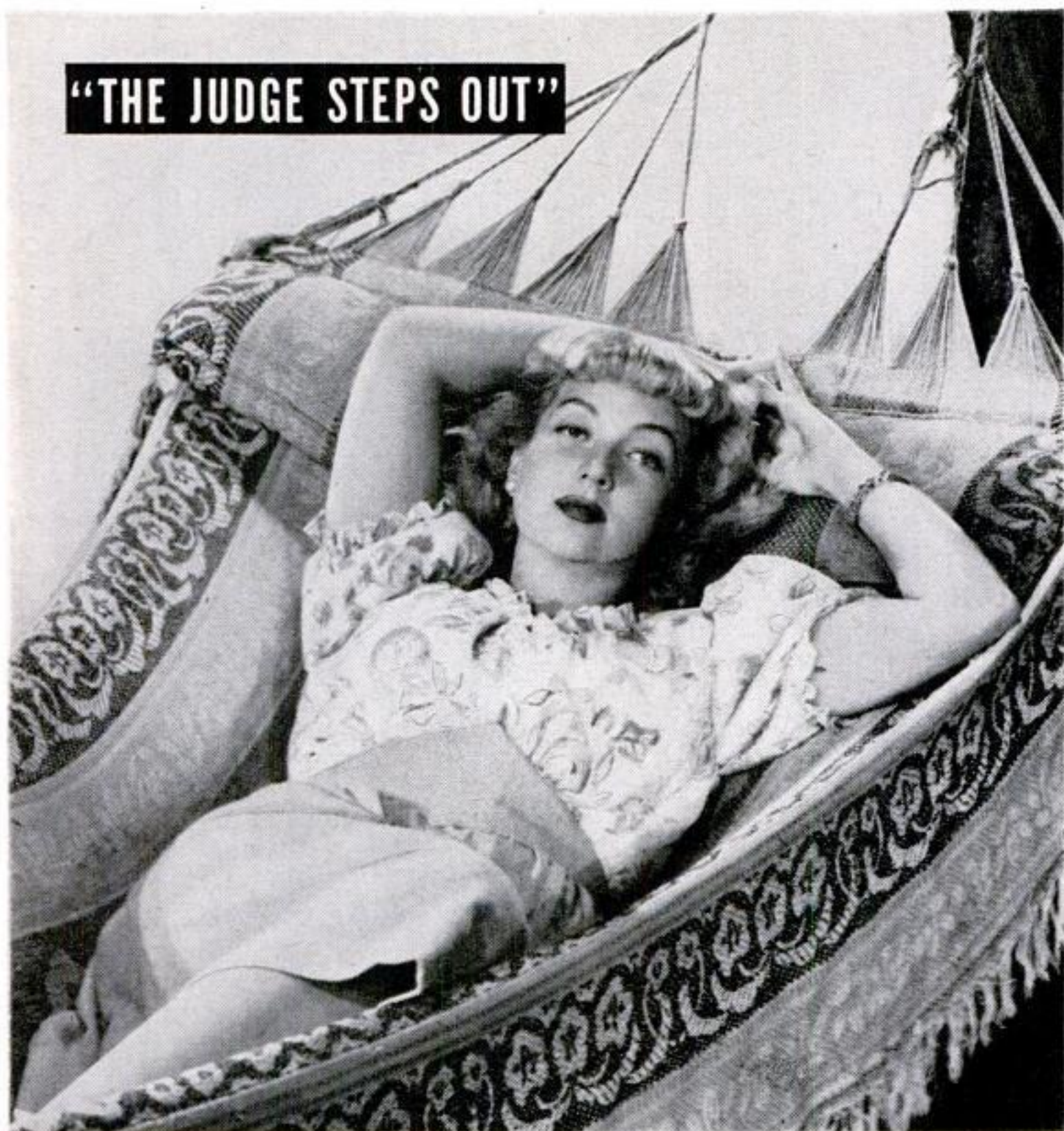
WHAT A
CONVENIENCE!
A year's supply of flints (for the average smoker), and a can of Zippo fuel, for only 50¢ extra with any Zippo lighter. Ask your nearest dealer.

Zippo Manufacturing Company, Bradford, Pa.

CONTINUED ON PAGE 12

RKO's PIC-TOUR OF THE MONTH

"THE JUDGE STEPS OUT"



BOSTON DIDN'T APPROVE of her... but a runaway Boston judge *did*! ANN SOTHERN, seductive roadside waitress in *The Judge Steps Out*, RKO's tale of a husband who *thought* distant pastures were greener... and found he was right. ALEXANDER KNOX plays erring spouse.

"THEY LIVE BY NIGHT"



HOT-ROD teen-agers are FARLEY GRANGER and CATHY O'DONNELL, living on the razor-sharp edge of danger... stumbling into crime, tumbling into love... too mixed up to know what they're doing...in RKO's *They Live By Night*. HOWARD DA SILVA co-stars.

"BLOOD ON THE MOON"



SHE BRANDED HIM: "ruthless... savage... hired gunman." Even so, ROBERT MITCHUM can't help loving BARBARA BEL GEDDES, gun-totin' wildcat, in RKO's *Blood On The Moon*. Story concerns bloodiest cattle war ever fought in the West. ROBERT PRESTON co-stars.

"EVERY GIRL SHOULD BE MARRIED"



PLAYING TWO MEN against each other is part of BETSY DRAKE's plan to trap CARY GRANT in RKO's *Every Girl Should Be Married*. Here she fires baby doctor Cary's jealousy by inviting attentions of FRANCHOT TONE. DIANA LYNN helps gum up gay goings-on.

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**





MEN'S U.S. ROYAL RAIN TITE.
4-buckle, fleece lined, lightweight
gaiter. Good for heavy rain and snow.

GOSSAMER SUEDE GAYTEES
for women and girls. Zephyr-light,
suede-like texture. Black or brown.

*Get set
for winter*



GRENADIER GAYTEES,
right, for girls and children.
KWIK fastener. Waterproof
gusset. Brown, red, white.

ROMPER BOOT for girls
and children. Fleece lined;
easy on and off.



U.S. Gaytees
Fashion Over the Shoe



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

Serving Through Science

LETTERS TO THE EDITORS

CONTINUED

Sirs:

... LIFE is accurately chronicling
the fall of civilization. ...

NED O. TOUCHSTONE
Baton Rouge, La.

DREAM CARTOONS

Sirs:

Your spread on dream cartoons
from *The New Yorker* (Speaking of
Pictures, LIFE, Oct. 18) has reached
the campus of the University of Min-
nesota. No doubt it prompted publi-
cation of the enclosed cartoon in the
Minnesota Daily.

HATLEY KIRTLETON
Minneapolis, Minn.



DOG DREAM

THE UNIVERSITY OF CALIFORNIA

Sirs:

To my mind your article on the Uni-
versity of California (LIFE, Oct. 25)
could be damaging in its glibness. You
say, "Other students, less self-suffi-
cient, will fail to meet the high stan-
dards and will flunk out."

Not "high standards," please! You
present the Berkeley campus in its big-
ness, but you do not hint at the dan-
gers of that bigness, of Cal's "mass edu-
cation" when you talk glibly of high
standards. I enrolled at Cal in the fall
of 1940, swam about in the university
sea and spent three terms in engineer-
ing until I felt the dissatisfaction of
specialized education. It took a war
and three terms here at little-publicized
Kenyon College to give me an under-
standing of the word "education." ...

THEODORE K. THOMAS
Gambier, Ohio

Sirs:

... I went to two other universities
before U.C. at Berkeley. The first was
very small; the second, half the size of
U.C.B. But I found more congenial
and homelike surroundings at Cal than
at either of the others.

At universities which *know* they are
too large for easy companionship
among faculty and students, there are
innumerable organized small groups
for that purpose. And before he gradu-
ates the student can get to know
through small classes and the scholas-
tic groups available to him, at least
10 of the famous professors in his ma-
jor field—and know them pretty well.

JEAN ANDERSON EMBREE
Minneapolis, Minn.

Sirs:

... What happens in a class of 400
when a student wants to ask a question?

SYLVIA SCHEININ
Baltimore, Md.

● Questions are asked not during lec-
tures but during small discussion
group meetings which are as much a
part of the course of instruction as

CONTINUED ON PAGE 14



MEDICO FILTERED SMOKING

Absorbent filters in Medico pipes stop flakes
and slugs... absorb juices... reduce tongue
bite. 66 times your smoke goes round and
round... and it comes out clean... cool!

FRANK MEDICO V.F.Q. (Very Fine Quality)
Bowls of rich-grained briar. Wide vari-
ety of shapes. With box of 10 filters ... **\$2**

Frank Medico Standard Quality, still ... **\$1**

Frank Medico Cigarette Holders... **\$2 and \$1**

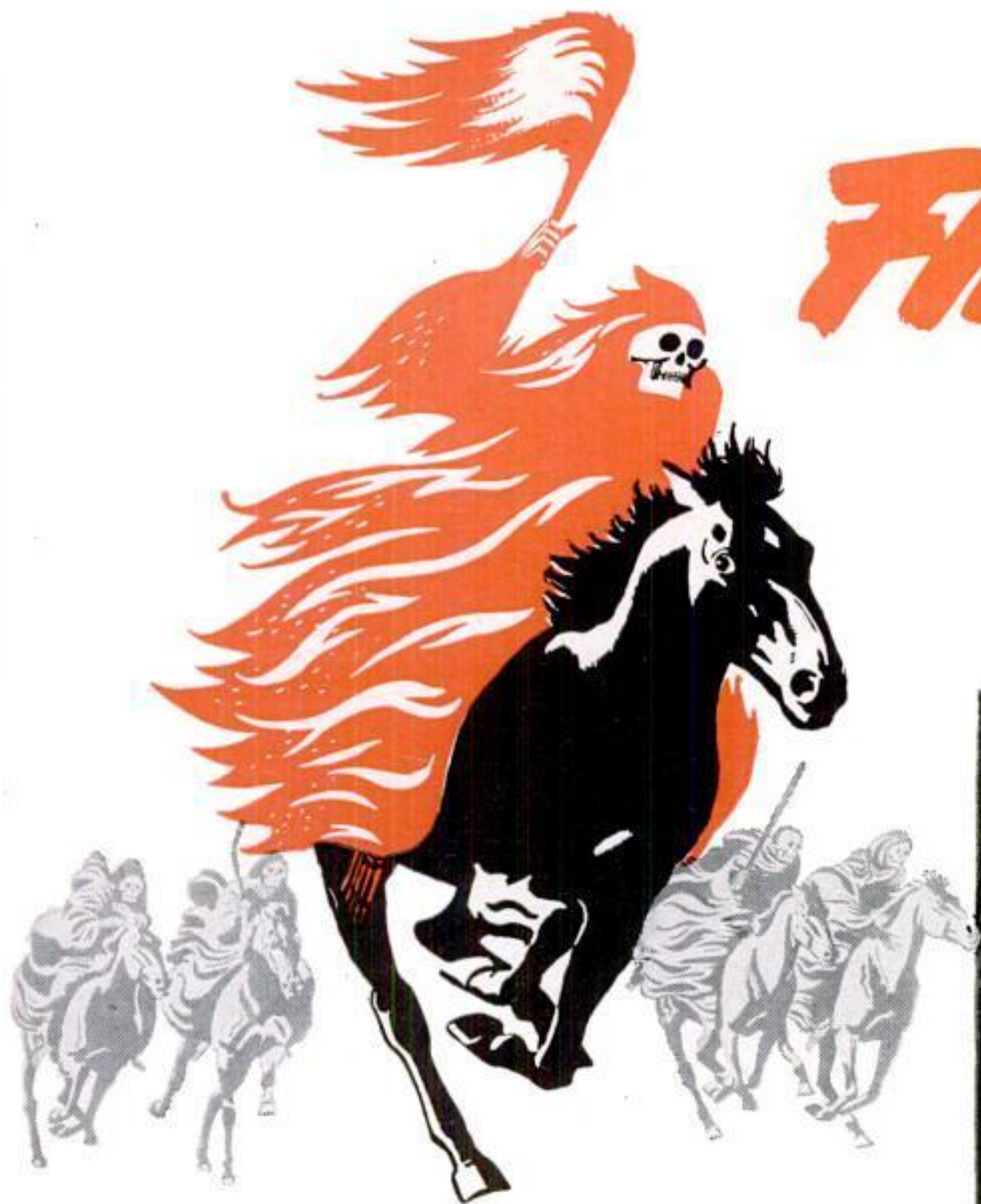
S. M. FRANK & CO., INC., NEW YORK 22



The "North Bay"

Here's what they call a coat in the
North Country. Famous Piedmont
gabardine, Cravenetted to shed rain
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lambskin lining, red wool bottom
— a world of warmth. Men's and
boys' sizes. See your Lakeland
dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



***FIRE* THE FIFTH HORSEMAN**

(AND A CIGARETTE)

wrote a tragic headline!

In the drowsy comfort of his bed, John smoked . . . as he read his evening paper . . . never expecting that he himself would be in tomorrow's headlines.

But sleep overtook him. The cigarette dropped from his hand. And, within minutes, Fire—the Fifth Horseman—was riding again.

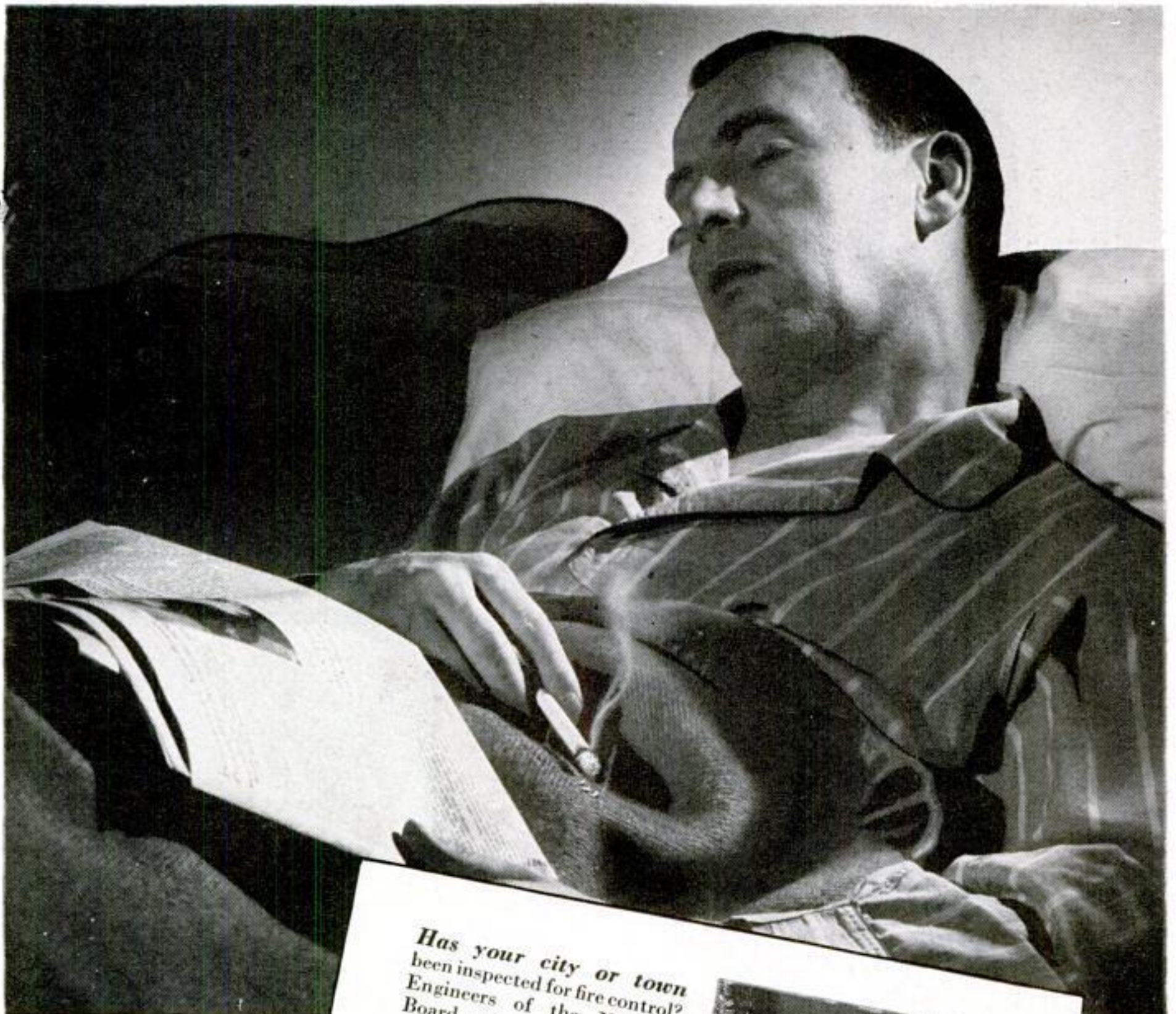
The enveloping flames, generating a poisonous gas, killed him before he had even a fighting chance to escape . . .

Careless smoking habits and careless use of matches cause 240,000 fires every year! Fire has joined the Four Horsemen—War, Famine, Pestilence and Death! It claims close to 12,000 lives every year!

What can you do to halt this frightful menace?

1. Chaperon your *cigarette*—don't let it go out alone.
2. Put every *match* out cold. Keep live ones out of reach of children.
3. Avoid improper use of *gasoline* and *benzine* for home cleaning.
4. Use only *electric wiring* and *appliances* bearing the Underwriters' Laboratories seal. Don't overload *circuits*.
5. Maintain your furnace and stove in good repair—and insulate them.

Follow these simple rules and you'll help stop 3 out of every 4 fires before they start.



Has your city or town been inspected for fire control? Engineers of the National Board and other insurance organizations survey towns and cities all over the U.S.—checking fire-fighting equipment, fire alarm systems, fire hydrants, water supply, water pressure, etc. Fire insurance companies carry on a continuous program to improve fire protection . . . because fewer fires mean lower losses, and lower losses have a bearing on the cost of fire insurance to you.



The Member Fire Insurance Companies of the
NATIONAL BOARD OF FIRE UNDERWRITERS
—for Prevention of Loss of Life and Property by Fire

THE FIFTH HORSEMAN

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

**FOR YOUR SAFETY'S SAKE
SEND FOR THIS FREE BOOKLET**

National Board of Fire Underwriters
 85 John St., New York 7, N.Y. E-5
 Please send me a copy of "The Fire Safe Home"—new 20-page booklet showing how to guard my family and home against fire.

NAME _____
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Be Smile Happy!



Now... 2 great names team up in this
big money-saving sale!

Imagine getting a great tooth brush like TEK and an outstanding tooth paste like LYONS... a terrific 79¢ value... for only 59 cents!

Tek Tooth Brush with exclusive, waterproof Keton bristles. Scientifically designed to clean where bulky brushes miss. And new Lyons Tooth

Paste that, by actual test, gets teeth $2\frac{1}{2}$ to 5 times brighter than any of the five leading brands.

YOU'LL HAVE TO HURRY! Supply is obviously limited... only two to a customer. At drug and toilet goods counters everywhere.

Tek Hughes, Inc., 500 Fifth Ave., New York

Tek

QUALITY
TOOTH BRUSH
REGULARLY 29¢

LYONS

LARGE-SIZE
TOOTH PASTE
50¢ SIZE

*Now! Get this 79¢ value
for only 59¢*

LETTERS TO THE EDITORS

CONTINUED

the lectures themselves. Students also have an open invitation to talk with the professor during his office hours, or any time they pass him on the campus.—ED.

Sirs:

I examined your article on our university with a good deal of interest and of course noted that the San Francisco campus was mentioned only as a black mark on the map of the state.

I suppose a dean and an editor have many things in common, one of them being their relations with the people they serve. It has been said that a dean is to the alumni, faculty and students what a hydrant is to a dog. It is quite likely that an editor bears the same relationship to his readers and advertisers. At any rate the great deluge of protests from our alumni and faculty over the lack of adequate portrayal of the San Francisco campus leads me to pass on their protests to you. This criticism is made gently and with sympathetic understanding of the need of editors and deans for better waterproofing.

WILLARD C. FLEMING

Dean, College of Dentistry

University of California
San Francisco, Calif.

GRANDMA MOSES

Sirs:

Grandma Moses is wonderful. Her primitives are wonderful. But doesn't LIFE err when it attributes the verse that goes with her painting *Winter Is Here* (LIFE, Oct. 25) to Grandma herself? There is an old American poem called *The Beautiful Snow* which has a first verse that runs in this fashion:

*O, the snow, the beautiful snow,
Filling the sky and the earth below.
Over the housetops, over the street,
Over the heads of the people you meet.*

*Dancing, flirting, skipping along,
Beautiful snow, it can do no wrong.*

This poem is said to have been written by a young prostitute who died in the Commercial Hospital in Cincinnati. In subsequent verses the writer compared her state to that of snow trampled into hideous slush.

JOHN J. McALEER

Cambridge, Mass.

● Neither Grandma Moses nor the young woman in question wrote the poem. Grandma Moses wrote out the lines in answer to LIFE's request for verses appropriate to the pictures but never claimed to have composed them. LIFE's researcher misunderstood. *The Beautiful Snow* was twice reprinted in *Pathfinder News Magazine*, along with the following explanatory footnote: "During the early part of the Civil War, one midwinter night, there died in Cincinnati a young woman only 22 years old. She had once been possessed of an enviable share of beauty; but alas, upon her fair brow was written a terrible word. Once the pride of respectable parents, her first wrong step was the small beginning of the same old story over again. Highly educated and with accomplished manners, she might have shone in the best of society; but the evil hour that proved her ruin was the door of childhood, and having spent a young life of disgrace and shame, the poor friendless one died

If you need a
LAXATIVE
when you have a
COLD



It's important to keep your bowels open when you have a cold. So, if you need a laxative, take gentle Ex-Lax.

Ex-Lax is not violent or upsetting as some laxatives are. It gets results *easily, comfortably*.

Yet, gentle as it is, you can depend on Ex-Lax for a *thorough* bowel movement. It is *biologically tested* to assure effective action. Many doctors use this *dependable* laxative in their practice.

And Ex-Lax has a *delicious chocolate taste*—not a bit like medicine. It's a real pleasure to take!

So, get Ex-Lax. It's America's No. 1 laxative—the favorite of young and old alike. *Still only 10¢.*

When Nature "forgets"...
remember

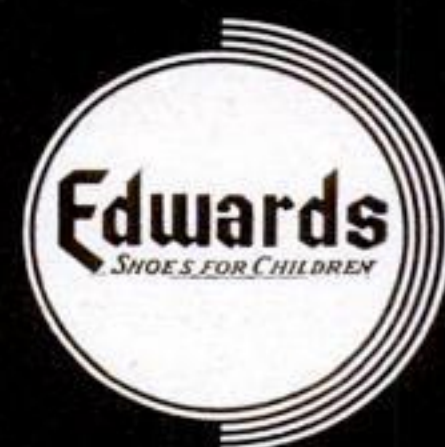
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THE CHOCOLATED LAXATIVE



"DRESS-UP DARLING"

Watch how your little fashion plate takes to this impish brown embossed alligator "Pollyann". Carefully made over Edwards "Related Lasts" to assure a proper, healthy fit. Also available in patent leather or white elk. Quality construction, yet priced for economy at better stores from coast to coast.



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CONTINUED ON PAGE 16



MADE OF TREE-GROWN LIQUID LATEX, THE MIRACULOUS NEW PLAYTEX GIRDLE FITS LIKE A SECOND SKIN, LIVES AND BREATHES WITH YOU

NEW INVISIBLE PLAYTEX® LIVING® GIRDLE

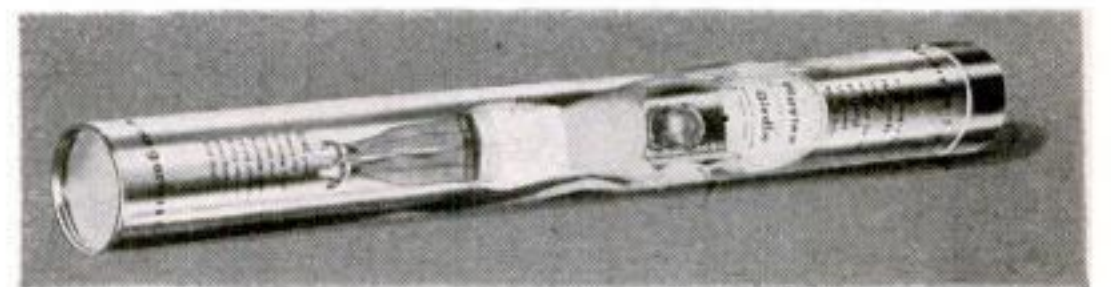
Millions of women discover new figure-slimming power, new comfort, new freedom of action!

In all the history of girdle design, we believe no manufacturer ever before has been able to fully satisfy the American woman's desire to look inches slimmer, and still enjoy complete freedom of action. At last a girdle has been perfected that powerfully, *comfortably* moulds those problem curves, yet is so invisible that it fits like a second skin.

The stroboscopic picture-in-motion above shows the dynamic *action-stretch* of the revolutionary new PLAYTEX Living Girdle, shows how it actually becomes an invisible *part* of the wearer, gives with every motion she makes, magically erases the bulges at hip and thigh that men don't like.

The secret of PLAYTEX is natural, tree-grown liquid latex, which alone has this tremendous figure-slimming power—plus the super-comfort of *all-way* stretch and the ability to hold its shape always. A patented method makes it possible to precision-size the entire girdle and its garters in *one* smooth piece, without a single seam, stitch, or bone. It's invisible even under the sleekest dress!

With all its firm figure control, PLAYTEX is light as a breeze, as resilient, as comfortable, as porous, as alive as your own skin. And it washes like your own skin—10 seconds to wash dainty, 10 seconds to pat dry!



IN SLIM SILVERY TUBES, PLAYTEX Living Girdles are on sale at all dept. and specialty stores. Blossom Pink, Heavenly Blue, Gardenia White, extra small, small, med., or large \$3.95
PLAYTEX Panty Girdles \$3.50
PLAYTEX Panty Girdles with Garters \$3.95
Extra large PLAYTEX Living Girdles with Garters \$4.95

**INTERNATIONAL LATEX CORP. PLAYTEX PARK
DOVER, DELAWARE
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Style 8669

This is a Fine Shoe

for **STYLE**

for **LOOKS**

for **COMFORT**

for **WEAR**

Made by one of America's oldest, most respected creators of men's footwear

... you can rely on Johnsonian's fine quality, fine appearance, fine workmanship

... look for Johnsonians at your store.

\$8⁹⁵
Some styles higher



And for boys, Johnsonian Jr.

ENDICOTT JOHNSON CORPORATION
ENDICOTT, N. Y. ST. LOUIS, MO. NEW YORK, N. Y.

LETTERS TO THE EDITOR

CONTINUED

the melancholy death of a broken-hearted outcast. Among her personal effects was found the manuscript, *The Beautiful Snow*. Some authorities credit the poem to James B. Watson."—ED.

KAMIKAZE CONTROVERSY

Sirs:

I have just finished reading the two searing letters you published about the ex-Kamikaze pilot now going to school on a scholarship provided by the insurance of a dead GI (LIFE, Oct. 25). I am sorry that these United States still harbor people like McFadyen (a Yale student, no less) and Buchanan.

Today, a fierce struggle is being waged to create a world in which all can live with one another. We won the war, fortunately. And because we won, we have the duty of re-educating our former enemies beyond the point of ever wishing to wage war again.

... Let us hope that the ex-Kamikaze pilot will travel the steep road ahead with the faith and sincerity of the GI who gave him his chance. Lafayette has enhanced itself by accepting the Japanese as a student. I hope that the Yale student and the ex-gob can see the fallacy in their way of thinking—soon!

PAUL L. HUNSBERGER

Reading, Pa.

Sirs:

I think the boy who died, leaving his insurance to a Japanese soldier, was the most outstanding American of World War II. Anyone can hate and kill, but it takes a real man to do what Robert Johnstone has done. ...

I welcome Mr. Nishiyama with all my heart and I hope that his stay in the U.S. will be a happy one.

C. M. ADAMSON

Washington, D.C.

Sirs:

I never was a veteran. I never fought against the Japs. But I do have the opportunity of being able to talk to Nishiyama once in a while. Bob is in my opinion a first-rate guy and an asset to the college. ...

CHARLES C. CHAPPLE

Lafayette College
Easton, Pa.

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THE HOLE IN THE HEAD

No biting off end

-Draws easily



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Man to man-smoke
ROI-TAN

in style...in Value

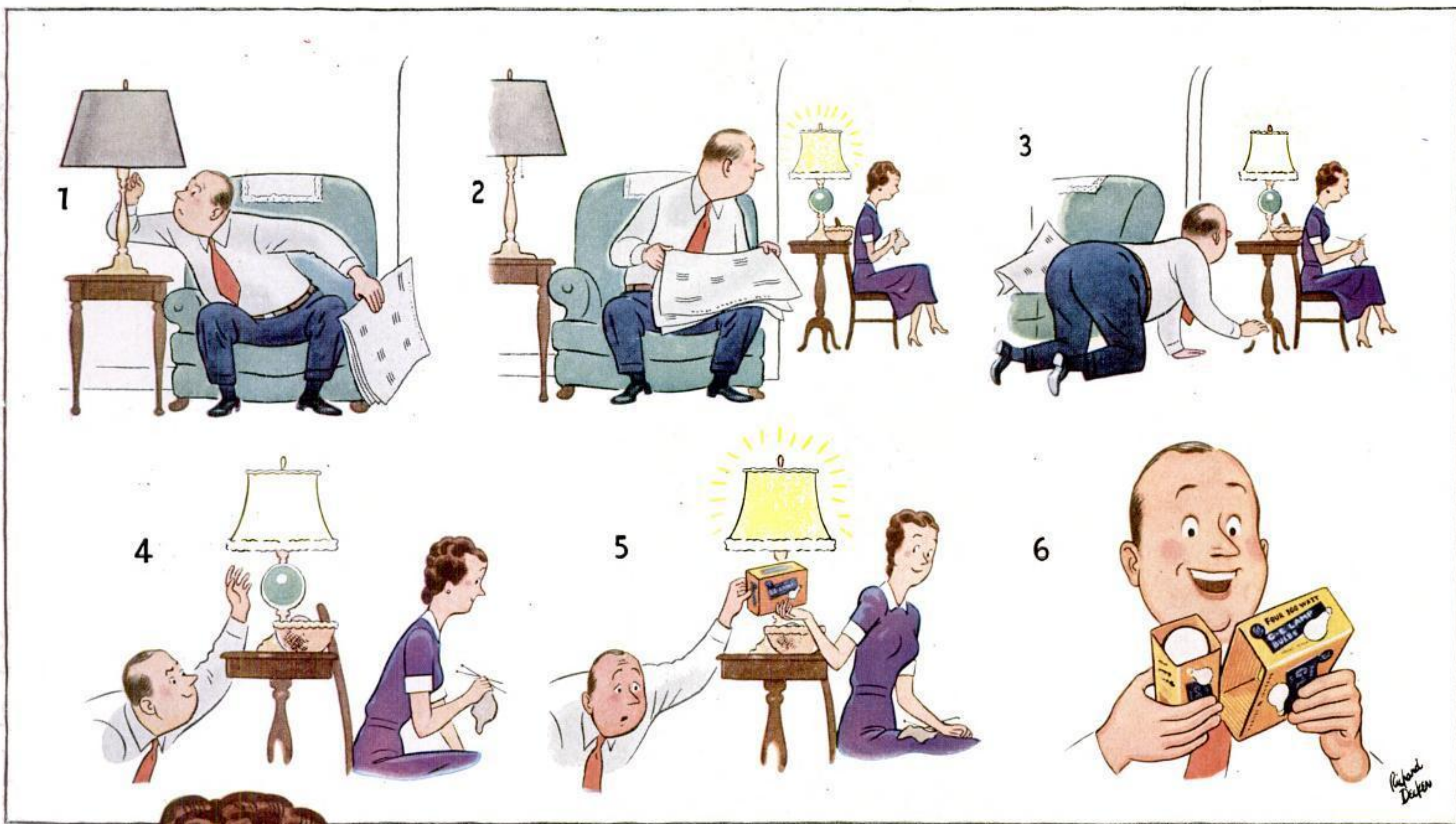
The Best Name
in Rainwear



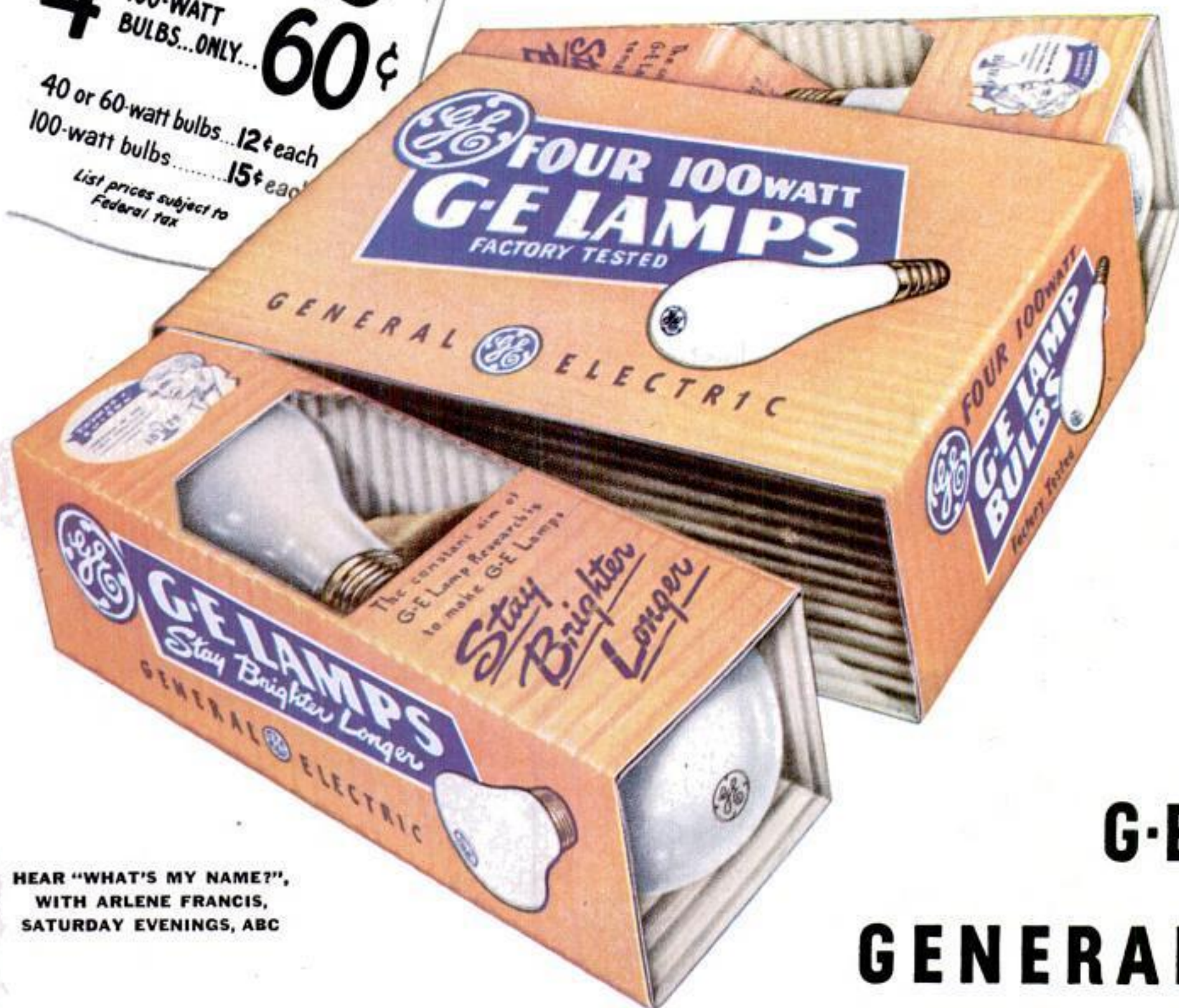
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ALLIGATOR
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AT BETTER STORES EVERYWHERE



New G-E 4-lamp package stops bulbsnatching easy as A,B,C!



A. EASY TO BUY!

Just pop two or three into your basket and you're all stocked up! The new General Electric 4-lamp package contains four G-E bulbs. No wait for wrapping or testing. Size plainly marked on the outside.

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It's compact, strong, safe. Protects bulbs from damage in carrying and on your cupboard shelf. The ideal way to bring home a supply of G-E lamps—and keep a jump ahead of bulbsnatchers!

C. EASY TO USE!

They stack up neatly anywhere—make it easy to keep lamp sockets filled. And remember—research is always at work to make G-E lamps Stay Brighter Longer. For more information on how G-E lamps can brighten your life, write for free booklet "Alice Looking Through the Glass". Address General Electric, Dept. 166-L, Nela Park, Cleveland 12, Ohio.

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WITH ARLENE FRANCIS,
SATURDAY EVENINGS, ABC

G-E LAMPS
GENERAL  ELECTRIC



Pantry-Shelf Meals please your budget too!



Smash-Hit Hash—the dinner that always makes a hit with big appetites and little budgets! It's Armour Corned Beef Hash—and that means plenty of extra-tender beef brisket and potatoes that stay firm and white. Half an hour in a casserole in a 350° F. oven—and dinner's ready! Garnish with slices of hard-cooked Cloverbloom Eggs—and serve with plenty of pickle relish and spicy chili sauce. Compliments are inevitable—and second helpings, too!



Tamales Rio Grande—an idea for luncheon that's hot as noon along the Border—and no more trouble than taking a siesta! Just heat Armour Tamales right in their tomato-red sauce over boiling water—and arrange as illustrated on a platter, after removing wrappers. Plump with chopped beef and pork and seasoned with seven delicate spices, these delicious tamales hold their uniform shape and flavor—and hold down the cost of mighty good eating, too!



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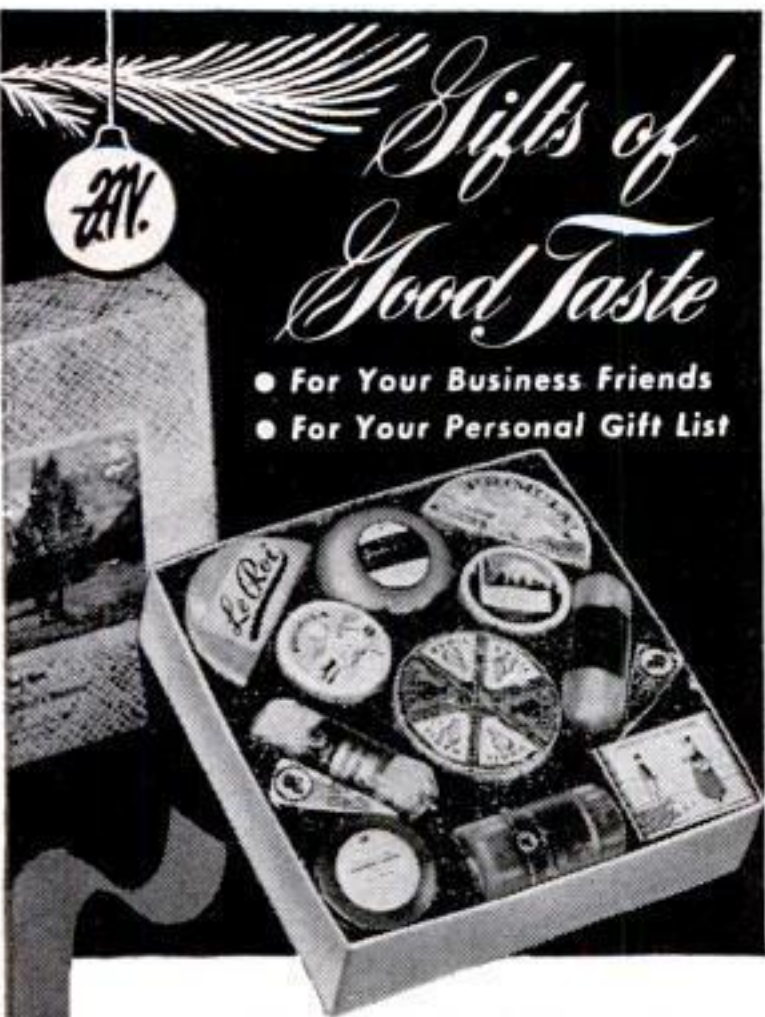
Tune in HINT HUNT—CBS Monday through Friday afternoons

The best and nothing but the best is labeled



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FRUIT CAKE 2 lbs.

3 lbs., postpaid, \$4.95
5 lbs., postpaid, \$7.95

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There's Christmas magic in every "spirited" slice. Superb flavor only the finest brandy, richest fruits, and highest quality imported nuts can give. Made from our old English recipe for over 60 years!

2 lb. Plum Pudding and a Jar of Brandied Hard Sauce

A thrilling climax to any Holiday dinner...A two-pound pudding in a bright pottery bowl...with a jar of tasty Hard Sauce to make the treat complete.

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standing up!**

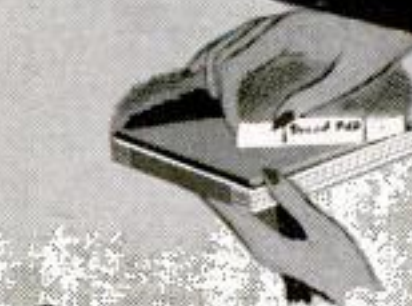


1 Pour a small amount of wax-rich Bruce Floor Cleaner on your wood floor or linoleum. Then use the Doozit with its magic Pad to loosen dirt, erase spots and marks.



*for wood floors
and linoleum*

2 Drop a cloth under the Doozit Pad and wipe up dirt, leaving the floor surface thoroughly clean, ready for polishing.



3 Replace the moist Doozit Pad with a dry one, then polish. The non-slip wax film left by Bruce Floor Cleaner polishes quickly.

Just these three easy steps, that's all there is to complete floor beauty care when you use the modern Bruce method — *standing up*. No more sore knees, no more tired backaches — no harmful water and strong soaps to destroy the beauty

and lifetime of your floors. You can get Bruce Floor Products at stores everywhere. The Bruce Doozit costs only \$1.89. Long-wearing, easily replaceable pads are 19c each. Bruce Floor Cleaner, 68c qt., \$1.15 half gal., \$2.10 gal.

BRUCE

floor products



E. L. Bruce Co., Memphis, Tenn. • • • World's Largest Maker of Hardwood Floors



Perry Como



Jo Stafford

CHESTERFIELD

SUPPER CLUB

Perry Como, Chesterfield's radio, recording, and motion picture star, teams up with lovely Jo Stafford and their new partner, pretty Peggy Lee, to make the Chesterfield Supper Club radio's outstanding nighttime show!

All NBC Stations—Five nights a week!



Peggy Lee

PERRY COMO JO STAFFORD

CHESTERFIELD

In person, on the radio,
the juke boxes—covering all
Islands, and the
GREAT ENTERTAINMENT!





PEGGY LEE ARTHUR GODFREY

HEADLINERS

on records at home and in
America, Alaska, the Hawaiian
Philippine Republic.
GREAT STARS! GREAT SHOWS!



CHESTERFIELD

ARTHUR GODFREY TIME

Arthur "Buy 'em by the carton" Godfrey—and
all "The Little Godfreys"—Janette Davis, The
Mariners, Archie Bleyer's Orchestra, plus Art-
hur's special guests—delight you with their hilari-
ous antics on radio's most unpredictable show.

All CBS stations—Five days a week!

ABC CHESTERFIELD

MAKE YOURS THE MILDER CIGARETTE... *They Satisfy*



**THE GAYLORD HARDINGS LEAN
COMFORTABLY TO NORTHWEST**



CUSTOMERS BEGIN TO TEETER SHORTLY AFTER ENTERING THE SHACK

SPEAKING OF PICTURES...

... HOW DO THEY DO IT?

The preoccupied people apparently pitching and leaning all over these pages are not acrobats. They are simply enjoying the force of gravity as it is manifested at a tourist trap called The Mystery Spot near Santa Cruz, Calif. Operating on the theory that loss of perspective can drive a man crazy, The Mystery Spot offers a tour through a two-room shack that slants at a 16° angle from horizontal while a guide delivers a bewildering singsong. Before long the happy customers are all leaning sideways. Since its start in 1941 the property has taken in 100,000 visitors a year. Only once have Owner Bruce Prather's customers caused him serious concern. In 1944 a Seeing-Eye dog suddenly went berserk and snapped at its master. Prather has now barred all animals from the shack.



SPROUTING FROM WALL, Guide Virgil McCray tells how a storm in 1941 moved the shack 9 feet and left it slanting against a tree. Owner did not bother to move it back.

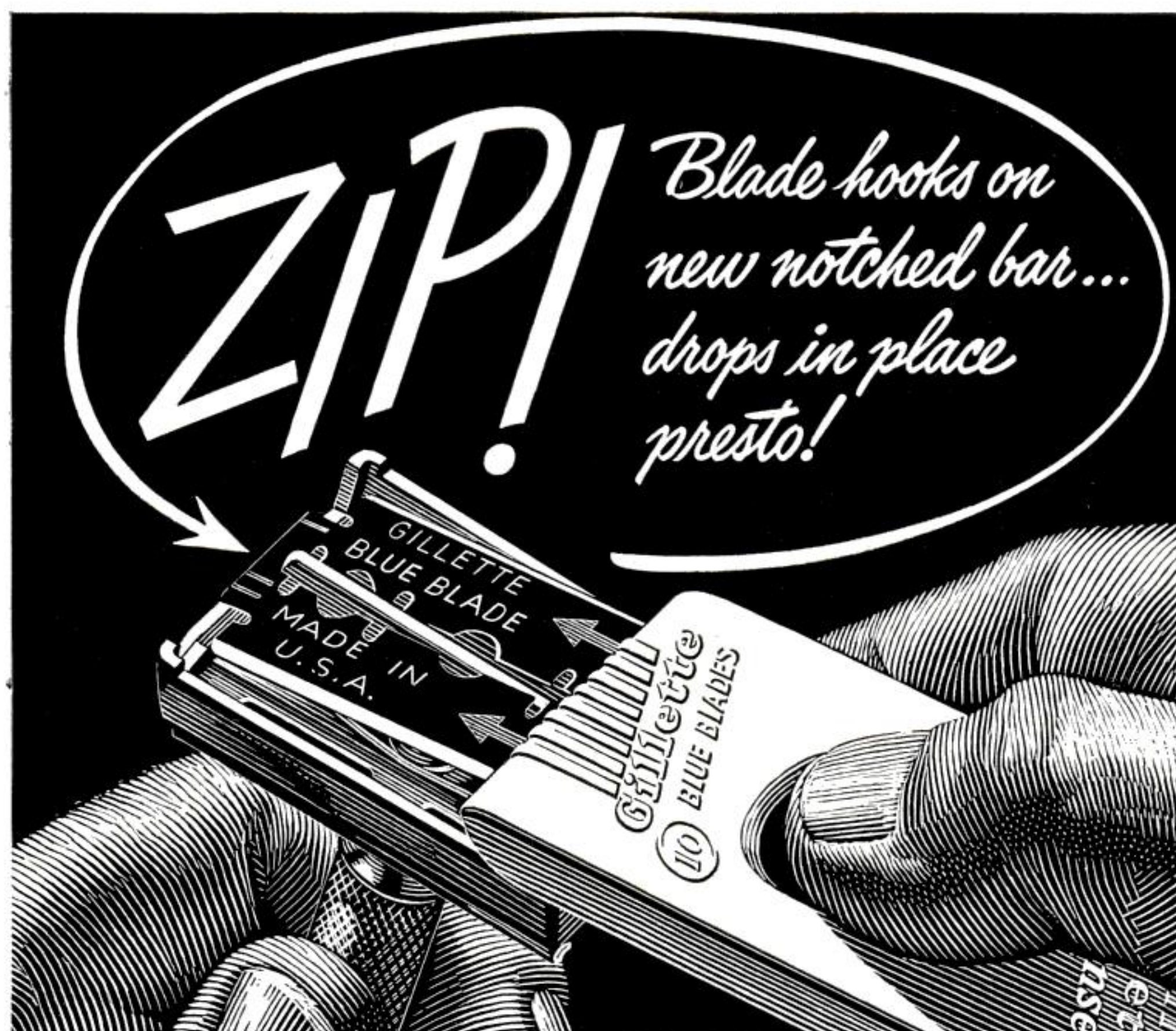


SHACK'S CRAZY TILT allows guide to balance himself "no hands" on wall (above, left) and prompts Mrs. Jason Powers (below) to plant an impromptu kiss on Mr. Powers.



Yours For Ultra-Modern Shaving Convenience

Now Improved Gillette One-Piece Razors



GIVE YOU-

1. Matchless Shaving Comfort
2. Instant Blade Changing
3. Double-Edge Economy

SPECIALLY designed for use with the Gillette Dispenser, improved Gillette One-Piece Razors outmode all others. You shave faster and easier — avoid fuss and bother. Twist . . . the razor opens. Zip . . . it's loaded. Twist again . . . you're shaving! You don't have to be a locksmith to make *this* razor work. It can't jam — can't clog — and the blade stays in for cleaning, too. Just loosen the razor, rinse, shake and put away. Also, Gillette Blades have *two* shaving edges for *double* economy. Get an ultra-modern Gillette One-Piece Razor Set.

Gillette Safety Razor Co., Boston.

(All prices apply in United States only)

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Gillette Safety Razor Company

GREATEST SHAVING VALUES EVER OFFERED



IMPROVED Gillette Aristocrat One-Piece Razor, Gold-Plated, And 10-Blade Dispenser in Rich Traveling Case **\$3⁷⁹**



IMPROVED Gillette Milord One-Piece Razor, Gold-Plated, And 10-Blade Dispenser in Case **\$2⁷⁵**



IMPROVED Gillette Super-Speed One-Piece Razor and Dispenser With 10 Gillette Blue Blades.

REGULAR
\$1.50
VALUE

\$1⁰⁰

See Your Nearest Retailer

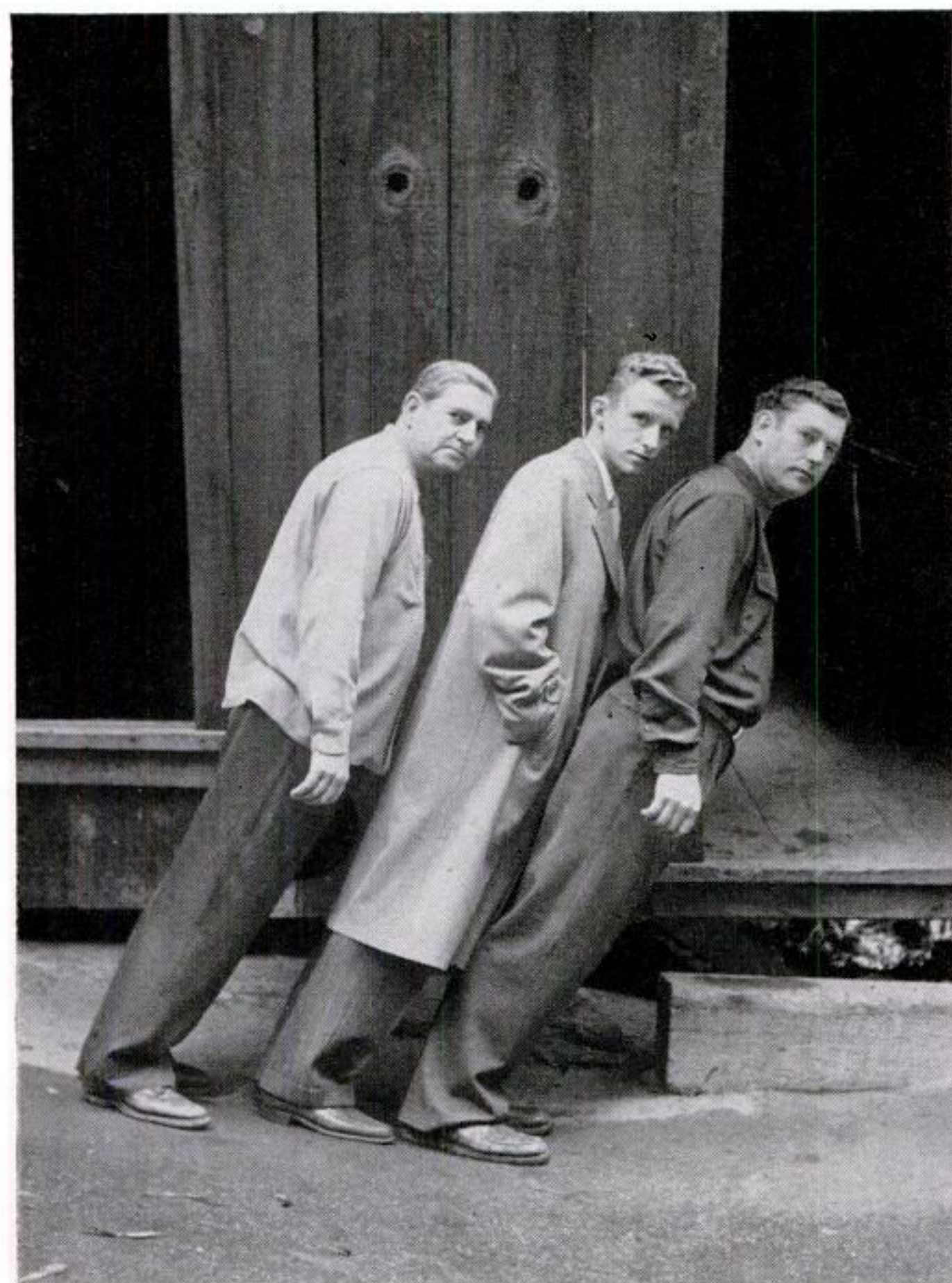
look_{SHARP!} feel_{SHARP!} be_{SHARP!} use Gillette Blue Blades WITH THE *SHARPEST* EDGES EVER HONED

SPEAKING OF PICTURES

CONTINUED

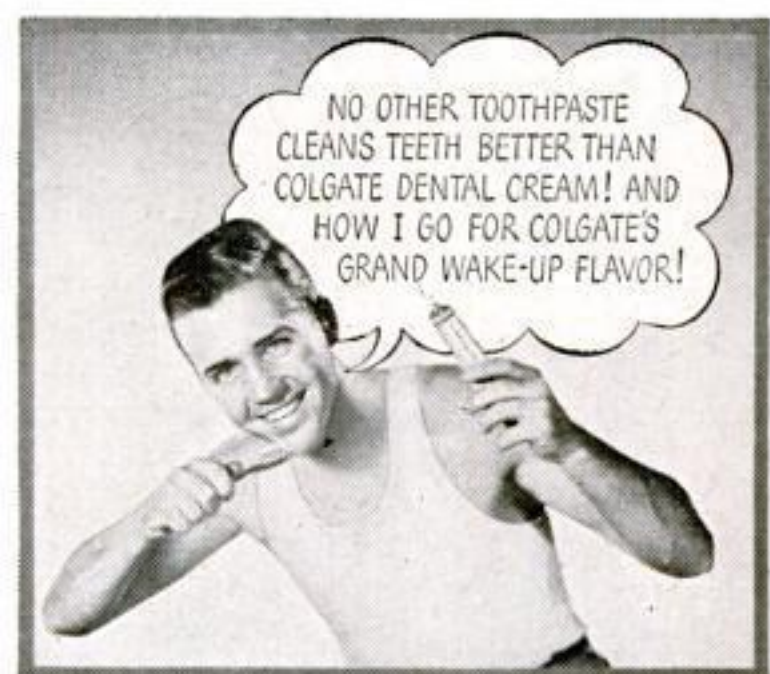
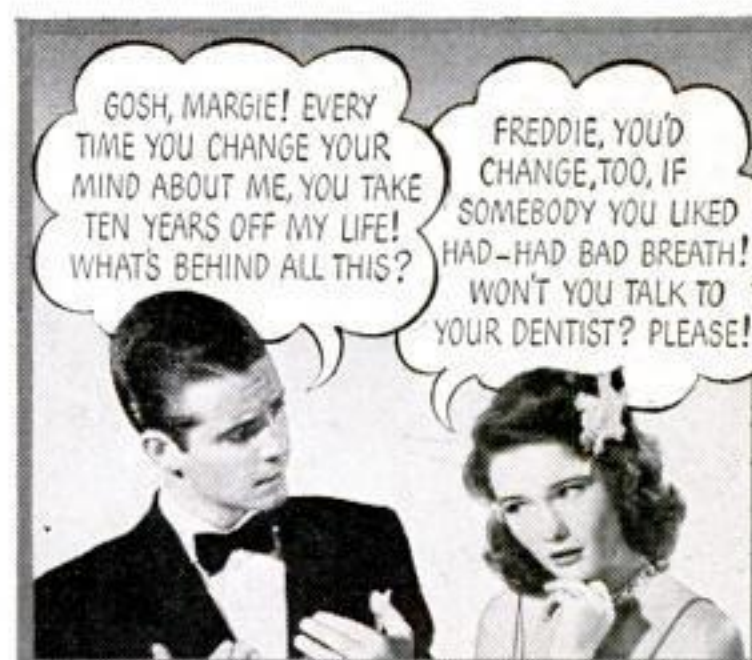


SHACK'S EXTERIOR reveals its tilted position on a hill which slopes upward to the left. Trees in the background provide a guide to a true vertical.



SHACK'S PERSONNEL assume tourists' positions. Total overhead for the owner (center) consists of salaries for his guide (left) and his manager (right).

It's a Woman's Privilege to Change Her Mind!



Always use COLGATE DENTAL CREAM after you eat and before every date

All the Fun and Fashion too when you wear THE RIGHT WINTER FOOTWEAR



TRADE
MARK

Reg. U. S.
Pat. Off. 1901

Why cling to a lonely fireside when there's so much fun outdoors if your feet are dry and warm? Step out in smartly styled, better fitting, comfortable Ball-Band rubber footwear. Go to the store that displays the Red Ball trade-mark, famous symbol of quality in footwear, for all the family, for more than 50 years.

BALL-BAND
MISHAWAKA RUBBER & WOOLEN MFG. CO.
Mishawaka, Indiana



MEN'S PULLOVER BOOT—When snows are deep . . . or slush and rain splash high . . . you'll be thankful for these light, flexible, smart Liqua-Tex boots. Worn over or inside the trousers.



THE SHEBOYGAN—Even zero means nothing when you wear this all rubber slide fastened boot, with ankle-hugging shearling cuff, kitten-soft lining. In white, black and brown.



Look for the
Red Ball on the
sole of the shoe

LIFE'S REPORTS

SHANGHAI'S BUYING JAG

Peasants buy toppers and coolies thiazole as
a new inflation threatens China's gold yuan

by ROBERT DOYLE

BY CABLE FROM SHANGHAI

Although it was just past noon, the normal peak shopping hour, the mirrored pillars of Wing On's department store in Shanghai reflected a sea of emptiness: the glass showcases, the counters and the shelves were almost bare, the aisles all but deserted. Among the few shoppers were an elderly Chinese couple who shuffled aimlessly through the store. They stopped before the men's hat counter where the only items on display were half a dozen ancient derbies and four glossy silk toppers.

The blue-gowned old man explained to the clerk that he had come to town with his wife from a nearby village for a day of shopping. He had wanted many things, but there was nothing to buy. After a moment's hesitation, he asked to see one of the top hats. Dubiously the clerk handed it to him. The old man examined the shining topper, then handed it to his wife.

"Ai, how smooth," said the woman as she rubbed her finger across the glistening crown.

"How much money?" said the man.

"Seventy-five gold yuan."

"Ai ya!" The man bent and whispered to his wife. Seventy-five GY was more than a month's pay for an average Shanghai worker. But at length the black knot of hair at the back of the woman's head bobbed as she nodded in agreement.

The old man fished out a packet of gold yuan dollars, counted out 75 and gave the money to the clerk. He turned toward one of the mirrored pillars, fitted the hat to his head, grinned foolishly and with his admiring wife walked serenely out of the store.

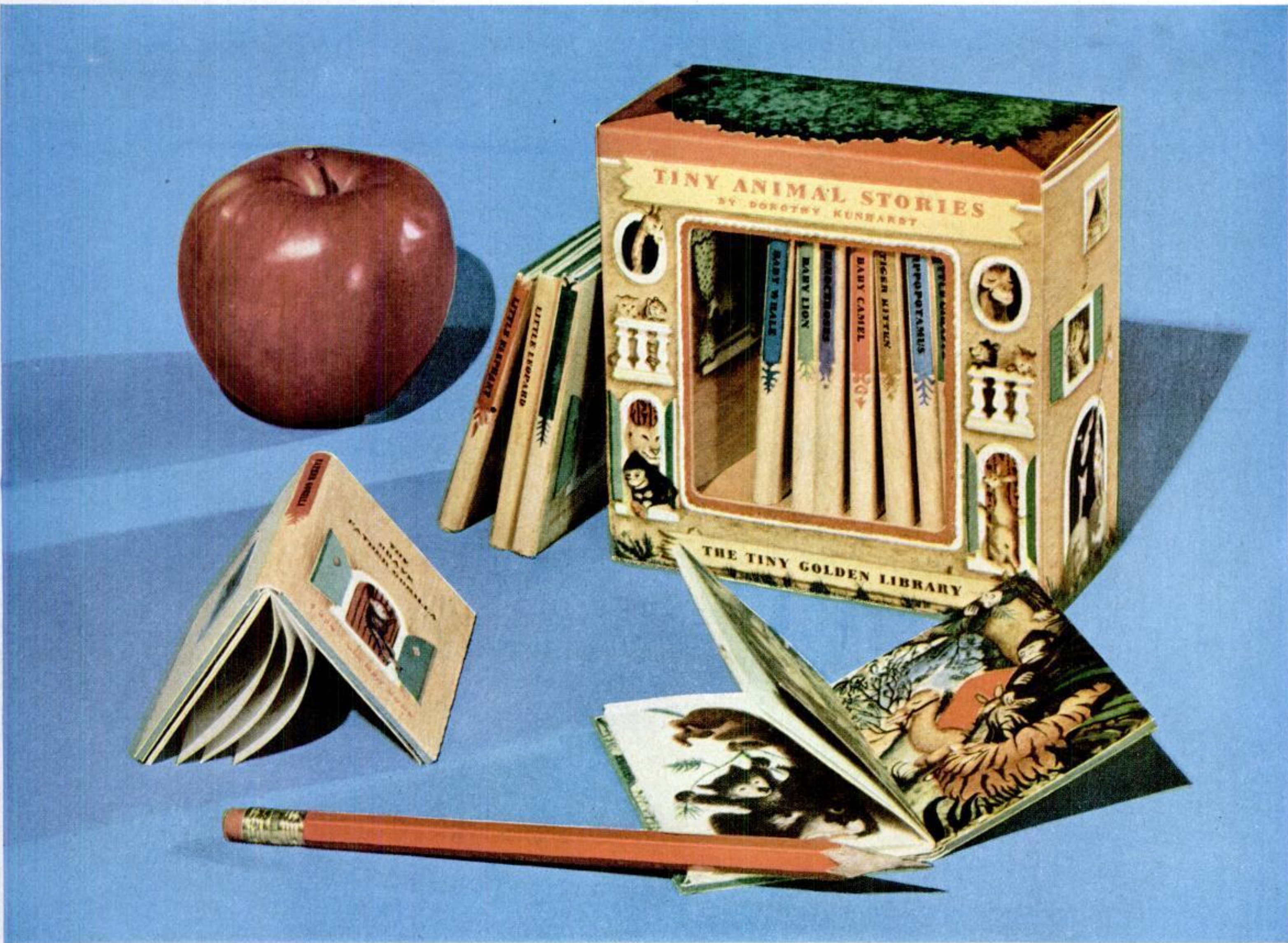
The old man and his new top hat symbolized the decline of a currency. China's new gold yuan dollar, less than two months old, had begun to crack. What has happened since in Shanghai was what happens anywhere when there is too much money, too few goods and a people's lack of confidence in its currency. But in the speed with which it happened in this financial nerve center of a nation of 460 million people, a city with more people per square mile than any other city on earth, it was almost a caricature of an inflation pattern.

On Aug. 19 the Chinese government had dramatically announced that the gold yuan would replace the old Chinese National currency, which then was exchanging at a black-market rate of more than 10 million to one U.S. dollar. On the same day prices were frozen. Generalissimo Chiang Kai-shek sent his eldest son, Major General Chiang Ching-kuo, to Shanghai with carte blanche orders to wipe out the black market and hold the price line. The shock treatment was effective—at first. Young Chiang slashed into his job, executed one black marketeer, jailed several of Shanghai's richest citizens. The people dutifully crowded government banks to exchange their old CNC and their stocks of foreign currencies, gold and silver for the crisp blue-and-brown gold yuan notes. China's bold gamble seemed to have a chance of succeeding.

Restlessness first became apparent when food stocks in the city began to diminish. Prices had been fixed only at retail levels. The farmers had boosted their wholesale prices even higher than the retail ceiling. Yet, under the strict surveillance of economic police, retail prices generally were held down; the people went on turning in their U.S. dollars and gold. Then late in September, the Communists launched their autumn offensive. As grim news of Red victories poured in from the war fronts, apprehension mounted.

The dam was broken on Oct. 4 by a government announcement of increased taxes on cigarets and liquor. A tidal wave of shoppers welled up from the crowded tenements of the old Chinese city, from the tree-lined streets of the former French concession, from the closely packed houses in the west and north sections of the city. The wave surged first over the larger stores which back up the dirty gray stone bank buildings along the Bund, then washed out along the main avenues and finally into every narrow lane of shops in the city. Those with enough dollars bought furs, diamonds, land, automobiles; those with less bought remnants of silk brocade, clothes, dishes, books; those with still less bought what nonperishable foods they could find.

CONTINUED ON PAGE 29



Dear *Life* Reader:

We don't know you from Adam, but we think you'll be interested in playing a little guessing game.

Look at the picture at the top of this page. You see those twelve tiny books for kids, but you can't see the text or the pictures. Well, let us just say the text is exactly what small fry of 2 to 6 would like to have read to them, and that every picture is in full color. Pictures of little lions, little giraffes, leopards, bears, rhinoceroses and lots of other cute animals doing a lot of cute little things. If kids these days still squeal and gurgle, then that's exactly what your sons, daughters, nephews and nieces are going to

do. And continue to do for months after this TINY GOLDEN LIBRARY hits your household.

Now, here's the guessing game: *What do you think this little library costs?* Bear in mind the following —

1. There are twelve books, each measuring 2 1/4 x 3 1/4 inches.
2. Each book has 24 pages — over 200 pages of pictures in full color, and text.
3. Each has a complete story written by Dorothy Kunhardt and illustrated by Garth Williams.
4. All twelve books are housed in a little cardboard library (in color) and with a cellophane peephole to show the name of each book.
5. Each book has colored end-papers with a space for your budding book-lover to scribble his own name.

Now write in the space below how much you think this library costs:

My guess is that the price is
.....

And, now, please turn this advertisement upside down. You'll find the answer right above the coupon. If the price seems reasonable, you may wish to fill out the order coupon.

Sincerely yours,
SIMON AND SCHUSTER, *Publishers*

The price of the TINY GOLDEN LIBRARY described on this page—all twelve books and box—is One Dollar

To Your Favorite Bookseller, or
TINY GOLDEN LIBRARY
SIMON AND SCHUSTER
ROCKEFELLER CENTER, NEW YORK, N. Y.
I saw that price right above this coupon. It's a deal. Here's my \$..... for a set. If I don't think it's worth a lot more when the package arrives, I will return it to you for complete refund. Hurry!!
Name.....
Address.....
City..... Postal Zone..... State.....
P.S. If you wish to order more than one set, then write the number you wish here and enclose \$

SIMON AND SCHUSTER • Publishers of Books, including Little Golden and Giant Golden Books

Now you see 'em... now you don't!

{ FOLKS MAKE BORDEN'S FINE CHEESES DISAPPEAR
QUICKER THAN YOU CAN SMACK YOUR LIPS! }



*IT'S NEW! IT'S A PIP!
IT'S BORDEN'S PIPPIN ROLL!*

Another new one from Borden's... for folks who like American cheese with a bite. Borden's PIPPIN ROLL is just the finest natural American Cheddar Cheese... aged more than one year, then ground to make it smooth and easy to spread. Sharp, rich, and satisfying—a superb cheese for snacks and appetizers. Look for Borden's 3-oz. PIPPIN ROLL at your favorite dairy counter today.



*MILD AND SWEET AS A NUT—
BORDEN'S GRUYERE!*

Now, for the first time, Borden's is making famous Gruyere Cheese from the finest Wisconsin Swiss. Even folks who seldom get worked up about cheese rave about the delicate, nut-sweet flavor of this one. No cheese tray is complete without it. It's a delicious dessert with crackers or fruit. Six individual 1-oz. foil-wrapped portions in each circular box.



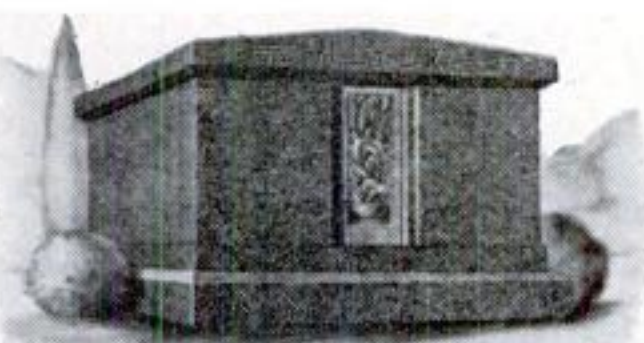
*LIEDERKRANZ BRAND—THE LUSTY CHEESE
WITH THE BARITONE FLAVOR!*

It does your heart good to see the way folks relish Liederkranz Cheese. This creamy-hearted, golden-surfaced cheese has a deep, full-bodied flavor... a robust mellowness

all its own. With thin-sliced pumpernickel, the perfect companion to your favorite beverage. (Serve Liederkranz Brand Cheese when the center's soft and creamy-yellow.)

Borden's Fine Cheeses

IF IT'S BORDEN'S—IT'S GOT TO BE GOOD!



"When lived for self alone,
Life's hardly worth the candle."

IT IS NOT the accumulation of material things that builds a true foundation for contentment. It is the purpose for such acquisitions that sets our degree of satisfaction for living.

Many owners of Rainbow Granite mausoleums have expressed their composure derived from knowing they have made eminent provision for those whom they would protect against the inevitability of time and the elements.

Formed from one piece walls and one roof stone, with an ingenious non-mechanical system of ventilation, Rainbow Granite mausoleums are engineered on a standardized production basis. This has greatly lowered cost. A book, *Reservations*, has been prepared for those interested. You are invited to ask for it. There is no charge.

COLD SPRING GRANITE COMPANY

COLD SPRING, MINNESOTA



There is a
responsible dealer
near you

Mausoleums — Monuments



MONEY EXCHANGE brought Chinese to banks with piles of CN dollars.

LIFE'S REPORTS CONTINUED

When the spending wave boomed into its second week, a Chinese-language paper scolded the women of Shanghai: "You have been trying your best to buy everything available. You should carefully consider this question: If the skies should actually fall down, would you be able to save your lives merely by going on a buying spree now?"

Shanghaianders were in no mood to heed the admonition. The city's five million were hell-bent on turning their spare gold yuan dollars into goods that could be hoarded. In one of Shanghai's Western-style drugstores a be-whiskered coolie nudged his way up to the crowded counter. He cocked an ear as the customer ahead of him bought several tubes of sulfathiazole, an ointment for skin inflammation. The coolie then asked the clerk how much the thiazole cost and counted over his money when he was told.

"Please, six tubes," he said.

"Do you know what this is for?" challenged the clerk.

"No," replied the coolie simply.

"Then . . . ?"

"I got paid today," added the coolie hastily, "and my son tell me to buy, buy anything. Please, six tubes."

The city's embattled merchants, struggling to save their inventories, risked severe penalties against hoarding by slipping choice items off their shelves. For them the buying spree meant economic suicide. As long as the price ceilings remained, it would cost them more to replace their stocks than they could get in return from their customers. Chinese shopkeepers—perhaps the world's shrewdest and most persuasive salesmen—provided a spectacle no doubt unique in the annals of the nation as they used all their talents to dissuade customers from buying.

Each day, hours before the light of dawn streaked into the city across the muddy Whangpoo River, long queues of housewives and cook-boys snaked through the dusty markets of Shanghai. By 7 o'clock the market stalls would be picked clean of rice and meat and vegetables.

CONTINUED ON NEXT PAGE

Art-carved
DIAMOND AND WEDDING RINGS
NEW YORK • LONDON • AMSTERDAM • ANTWERP



GOWN BY
HATTIE CARNEGIE



EAST HAMPTON SET, an outstanding value in yellow gold. Solitaire, \$250. Bride's ring, \$12. Groom's ring, \$21.50.

Choose your diamond ring by name . . .

by trusted name . . . *Art-carved* . . .

beloved by brides of 1850 and today.

America's oldest and largest ringmaker brings you fine diamonds . . .

never before worn. He alone performs every step in the making

of your *Art-carved* diamond ring. The savings from this world-wide operation

are yours in prices from \$75 to \$5000. Ask your jeweler to show you

the name *Art-carved** in the ring, on the tag. Wedding rings from \$8



FREE! "How to Select Your Diamond Ring," a new, illustrated booklet. Write to J. R. Wood & Sons, Inc., Dept. L-10, 216 East 45th Street, New York 17, N. Y.

Rings enlarged to show detail

*Trade Mark Reg.

Beloved by brides for almost a hundred years
(1850-1948)

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Someone
is looking
at your
legs...

AT BETTER
STORES
EVERYWHERE

ALBA
Nylons

MADE OF DUPONT NYLON

PILOT FULL FASHION MILLS, INC., EMPIRE STATE BUILDING, N. Y.

Working Out

with Sammy Baugh

Washington Redskins' star passer



My hair looks better than a touchdown pass — after the Vitalis "60-Second Workout!" I keep it in training every day by taking...



"50 seconds to massage." Feel that invigorating tingle! Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

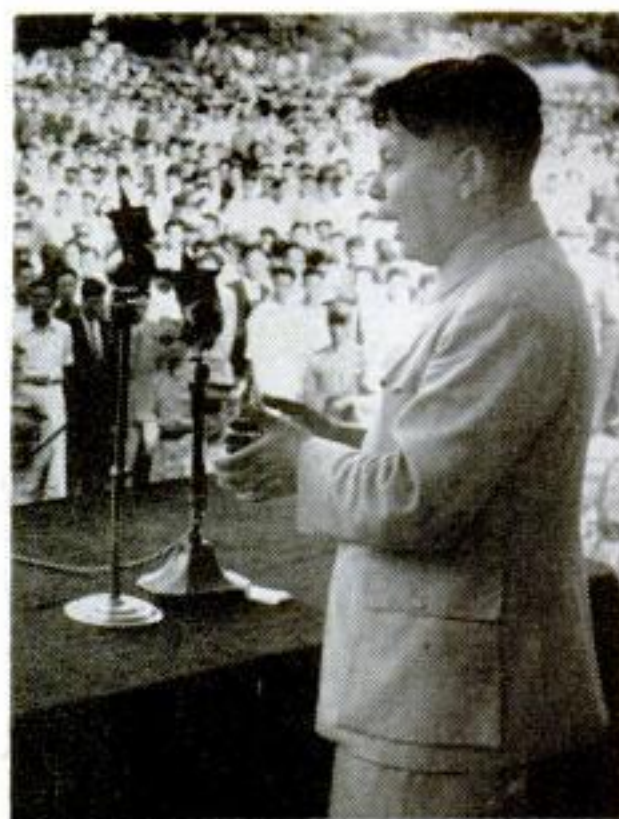
"10 seconds to comb." Now there is hair that looks *naturally* well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just *pure vegetable oil* that prevents dryness, keeps hair in place. Get Vitalis today!



Product of
Bristol-Myers

Use the
Vitalis
"60-Second Workout"
for handsomer, healthier-looking hair

P. S. Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about Vitalis and the individual, sanitary Sealtube application. *Vitalis and Sealtube are Bristol-Myers trade marks*



CHIANG Ching-kuo, eldest son of President Chiang, waged ruthless war on money black market but lost.

LIFE'S REPORTS CONTINUED

The people grumbled as they listened dubiously to promises from Chiang Ching-kuo that emergency rice stocks were on the way to the city. In the second week of the buying wave young Chiang himself was forced to switch his noontime diet from the traditional rice to noodles.

With rice and meat unavailable at the city's markets, the people flocked to restaurants. The pinch was almost immediate. Restaurateurs cut their menus to a single dish, cut portions to the barest minimum. The American Club of Shanghai requested its members not to bring guests to meals.

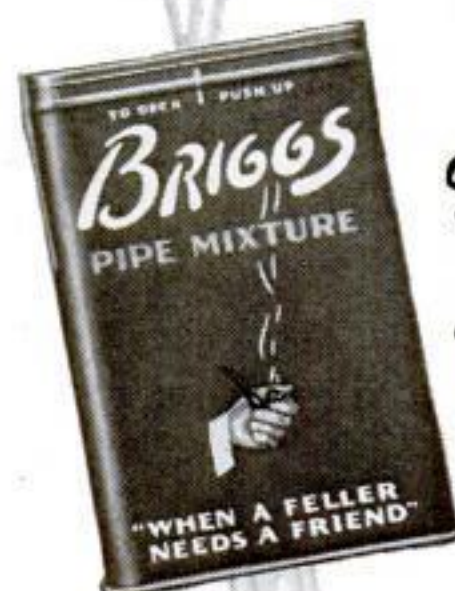
Heedless of their own problems in scratching for adequate food, the people of Shanghai kept at their shopping with terrifying intensity. In a belated attempt to slow the rush, the municipal government instituted a makeshift rationing system for cottons, woollens and silks based on the residence certificate which everyone must carry. After buying a piece of cloth, the purchaser's certificate was stamped and he was then no longer eligible for more. A salesman in a silk store refused to sell one customer a piece of silk on the grounds that the man's face did not match the picture on his residence certificate. The customer put up the apparently lame argument that the holder of the residence certificate was an old man who could not come to the store. The salesman was adamant, and the would-be buyer walked off angrily. He reappeared within an hour with a corpse in his car and asked the salesman to identify it as the holder of the disputed residence certificate. The horrified clerk hastily sold the piece of silk, which was needed for a burial suit.

As Shanghai's brittle economy strained to the snapping point, the inevitable happened:

CONTINUED ON PAGE 32

2 PACKS WITH A SINGLE AIM...

Your smoking pleasure



15¢

BRIGGS—aged and mellowed in oaken casks... a blissful smoke... soft and gentle.



25¢

INDIA HOUSE—rare savor taken from an old "recipe"... nut-sweet flavor... full-bodied aroma.

THESE
PRODUCTS OF
P. LORILLARD
COMPANY
ALSO AVAILABLE
IN CANADA



Rocket...
"perpetual motion,"
ruggedly dependable
for the man
of action.

17 jewels, self-winding,
anti-magnetic, shock-absorbent,
watertight. In steel case,
\$59.50 (tax incl.). Also in 18 kt. gold.

FOR NOW AND FOREVER...
Kelbert

AT BETTER JEWELERS, OR WRITE:
KELBERT WATCH CO., 608 FIFTH AVENUE, NEW YORK 20

The Perfect Christmas Gift

...to send your friends

Each year joyous Christmas carols sing anew the season's happy message. Delight your friends with a gay album of nine favorite songs, captured in beautiful arrangements by Phil Spitalny and his All-Girl Orchestra and Choir. Cheer your own home, too, with this beloved music.

These immortal Christmas carols are inscribed for lasting enjoyment on three double-faced 10-inch records. The attractive gift album is only \$3.85 including all taxes (plus 15c postage). Buy at your nearest department store or record shop, or mail coupon and check to Charm Records, Inc.

PHIL SPITALNY DIRECTS THE "HOUR OF CHARM" ARTISTS

The All-Girl Orchestra and Choir with Evelyn and her Magic Violin are well-known to millions of radio listeners and concert audiences in America.

\$3.85
including
all taxes
Plus 15c Postage



9 FAVORITE CHRISTMAS CAROLS

Silent Night • *The First Noel* • *Adeste Fideles*

Joy to the World • *Carol of the Bells*

'Twas the Night Before Christmas

Hark! The Herald Angels Sing • *O Little Town of Bethlehem*

God Rest Ye Merry, Gentlemen

For your convenience you may order these magnificent records by mail. Send coupon today—and be sure of delivery by Christmas. Only \$3.85, plus 15c postage. Send check. No C.O.D.'s, please.

CHARM RECORDS, Inc., P.O. Box 40, Radio City Station, New York 19, N. Y.

Please send to _____

Street _____

City _____ Zone _____ State _____

Number of Christmas Albums _____ Amount enclosed _____

Stockholm was Heaven the day Bill kissed my Hand



We were basking in the sun, as the Swedish people do, when Bill kissed my hand. "I can't help it," he said. "Your hands look so soft. Feel soft, too." Then—



Bill joined us on the Göta Canal trip. And I—I had hopes. I used Jergens Lotion regularly so my hands would always be soft—just in case. And...



One moonlit night — "Know where my heart is?" Bill whispered. "You have it—in your soft hands. Keep it—for always?"

NOW my hands have to be soft, always. So I'll always use Jergens Lotion.

You surely know—Jergens Lotion is now more effective than ever. Your hands feel invitingly softer and smoother than ever with today's Jergens care; they're protected longer, too.

You know about the Hollywood Stars. The Stars use Jergens Lotion 7 to 1 over any

For the Softest, Adorable Hands, use Jergens Lotion

other hand care in the world. Ask your doctor about Jergens Lotion. It contains 2 ingredients many doctors use for skin-softening and smoothing. Still 10¢ to \$1.00 (plus tax) for today's Jergens Lotion. No oiliness; no sticky feeling.

Used by More Women than Any Other Hand Care in the World



LIFE'S REPORTS CONTINUED

the blackmarket in currency began anew in the city. First there were rumors of U.S. dollars commanding a rate of five and six gold yuan while the official rate was only four to one. Then there was positive evidence. By last week the control regulations backing the gold yuan had collapsed completely and Chiang Ching-kuo, admitting failure, apologized to the people "for having deepened your sufferings" and asked the government to punish him. Premier Wong Wen-hao announced the "total failure" of his efforts to balance the budget and tendered his resignation.

When Shanghai's shopping jag finally began to slow down, it was only for lack of things to buy. Yet sporadic rushes still were erupting weirdly. One owner of a funeral-shroud and casket-fittings shop which had passed from father to son for five generations commented glumly that he had never in all his 30 years of business seen anything to equal Shanghai's buying spree. He waved his hand toward the glass showcases ranging high along two walls of his shop and sparsely stocked now with a few crescent-shaped casket headrests and ceremonial robes and blankets. "My fine embroidered pieces from Soochow are nearly all gone," he said. He pointed to one case which held two bright red and yellow blankets. "Only those two I have left," he said.

A customer entered the shop, a small man dressed neatly in a Western-style suit. The customer's eye settled on the two blankets the shopkeeper had just pointed out.

"I wish to buy a coffin blanket for my mother," he said.

The merchant looked hard at the man. "Is your mother dead?" he asked bluntly.

"No," said the customer hesitantly. "But you see, I wish to be a good filial son and. . ."

"Is she in good health?" interrupted the shopkeeper.

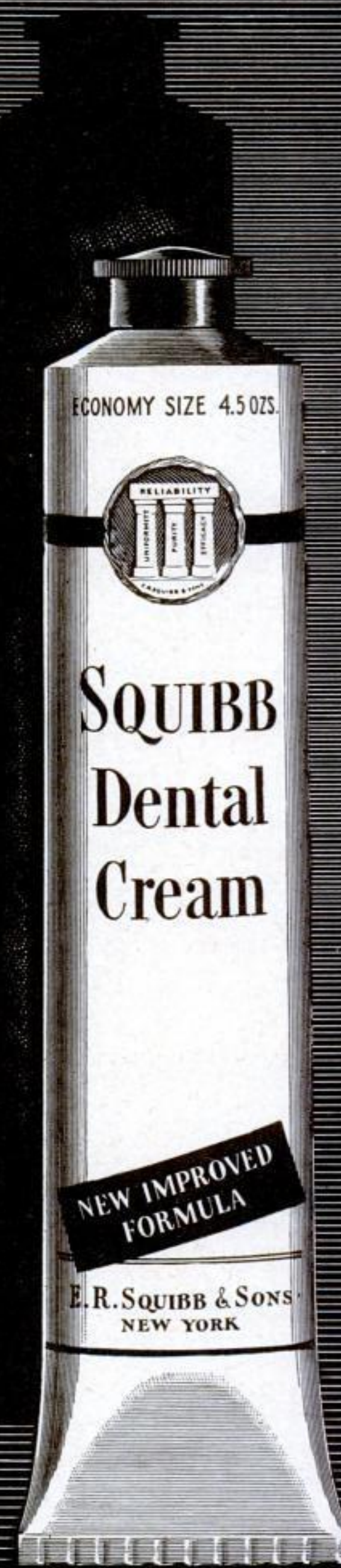
"Well, yes, she is, but. . ."

"Sorry. I cannot sell it to you," said the merchant. Then he smiled. "Do not worry, my friend. Your mother will probably live a long time. She will no doubt outlive this gold yuan."



BLACK MARKETEERS sleep in street waiting to buy scarce drugs.

effective...
refreshing



The priceless ingredient of every product is the honor and integrity of its maker



Gown about \$25; Slip about \$8; Pantie about \$4. All in white, black, blush, or blue.

Ice Blue Loveliness

IN TEXTRON TRICOT OF NYLON

New Textron lingerie... light as powder snow, smooth as a figure eight. All of fabulous nylon tricot—
they won't cling, won't bag or sag, won't shrink, and they wash and dry like your nylon hose.

Choose the drifting-skirted nightgown with its bodice a frosting of lace...
or the fleur de lis embroidered set—matching slip and pantie. At leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
REG. U.S. PAT. OFF.

BLOUSES • HOSTESS COATS • MENSWEAR • WOVEN & TRICOT LINGERIE

Coconut— the Peepul's Choice!

by
Virginia Coates



**Everybody
votes for
coconut!**

And men especially love the combination of coconut and orange. So make them doubly happy with a Coconut Orange Cake. First, make an orange layer cake—and then top it with Coconut Frosting. See recipe. Durkee's Coconut has a rich, tantalizing flavor and it's *always* fresh! In two styles: The familiar package—or extra moist in the can.

Other festive desserts. Sprinkle Durkee's Coconut on baked custards, jellies, fruit cup, baked bananas. Blend it with butterscotch sauce for an ice-cream topping. Delicious!



Any way you slice it, cold roast turkey with a generous helping of Durkee's Famous Dressing is heavenly! If you're short of turkey, add slices of cold ham. This grand Dressing gives zest and spirit—it's made of rare spices, expertly blended.

More turkey tricks! Serve cold, leftover turkey plain and make cole slaw with the Dressing. Or, to thin slices of turkey white meat, add strips of ham and a few greens and toss with Durkee's Dressing.

Interested in unusual recipes? Then write to Durkee Famous Foods, Dept. LF11-8, Elmhurst, L. I., N. Y.
Accessories from Carole Stupell, Ltd.

Coconut Frosting

2 egg whites 2 tsp. corn syrup
2 cups sugar 1 tsp. Durkee's Vanilla
1/3 cup water 1 pkg. Durkee's Coconut

In top part of double boiler, beat egg whites, sugar, water and corn syrup. When well blended, place over boiling water and continue to beat with rotary beater 7 or 8 minutes until frosting is thick and holds its shape when dropped from beater. Remove from boiling water. Add vanilla and continue to beat another 5 minutes or until frosting is thick enough to spread. Allow to cool. Sandwich between 2 layer cakes and cover top and sides with rest of frosting. Sprinkle top and sides of cake with Durkee's Coconut.



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LIFE'S COVER

When Ingrid Bergman played the title role in Maxwell Anderson's *Joan of Lorraine* on Broadway in 1946, it was "the fulfillment of a great dream" as well as one of the memorable performances of the New York stage. One night Director Victor Fleming went to see the play and rushed backstage afterward. Ingrid thought he had come to discuss a movie to be made by Producer Walter Wanger, but he said, "Forget it. I can't get Joan out of my mind. Let's you and me and Walter make this picture." Two years and many millions of dollars later the result is *Joan of Arc* (pp. 78-87).

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LEAVES HAIR RADIANT!



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Go ahead. If you don't like what you see in your financial future—maybe you can change it!

The Prudential hasn't really got a magic telescope, of course, but you'll say it has the next best thing to it in the new "Dollar Guide." For the "Dollar Guide" does help you to see clearly in black and white the dollar-and-cents future needs of your family.

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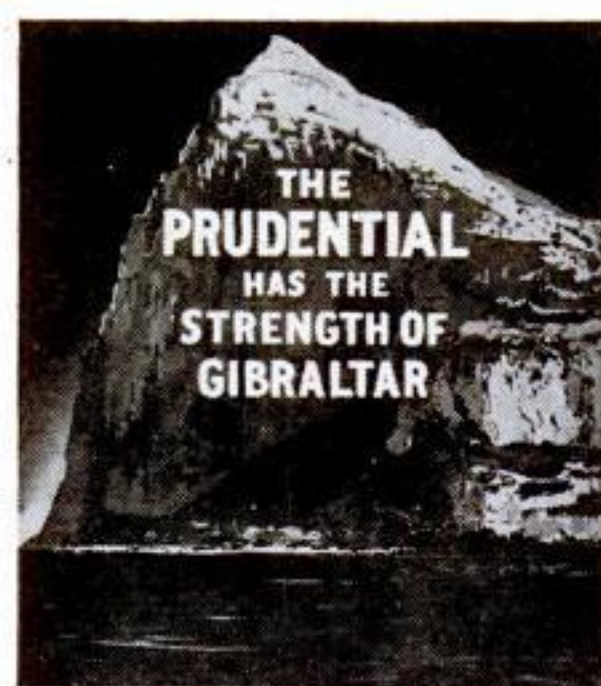
As soon as convenient, ask a Prudential representative to show you the "Dollar Guide." It will indicate the amounts you will need for the future . . . and show you how many dollars you will be likely to have available.

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THE PRESIDENT AND HIS RUNNING MATE ENJOY THEIR FINEST HOUR AS THEY JOIN HANDS AGAIN TO THE CHEERS OF THE CROWDS AT WASHINGTON'S UNION STATION

TRUMAN WORKS A POLITICAL MIRACLE

Late in the afternoon of Nov. 2, Harry S. Truman, President of the U.S. by inheritance, slipped off to the Elms Hotel in Excelsior Springs, Mo. He had a mineral bath and a rubdown, ate a sandwich and drank a glass of buttermilk. Then at 7 p.m. he went to bed. It was a good time, if all the political portents as interpreted by the experts were right, to be alone and unconscious.

Yet by slumbering Harry Truman missed one of the most exciting election nights in U. S. history. It had begun as scheduled. The Democrats gathered reluctantly in ballrooms and around their living-room radios, braced for the blow. The Republicans were ready with grins and champagne to face the flash bulbs. Tom Dewey waited expectantly in a New York hotel suite, ready to descend and

make a victory speech as soon as he got the signal.

The first returns, oddly enough, did not look like a landslide. To be sure, Truman had been expected to run well in the cities—but why was he running so terribly well? Republican smiles faded; Democratic ears perked up. Then the rural returns started. Sure enough, Dewey began edging up. The Republicans sighed with relief; the Democrats shrugged. But wait a minute—why was Dewey gaining so slowly? The farm vote, of course, was in the bag—why was the bag so reluctant to open?

At 4:30 a.m. Harry Truman woke up and turned on the radio. What he heard banished all further thought of sleep. Not bothering to shave the white stubble from his cheeks, he rushed to his Kansas City headquarters—where he bounced up and

down on the bed of Charlie Ross, his press secretary, to wake him for the good news. The experts had been universally wrong (pp. 42, 43). Truman's campaign as an underdog who always claimed he would win had caught the nation's fancy (pp. 40, 41) and he had been closer to public opinion on the issues than anyone realized (pp. 46, 47).

Two days later Truman returned to Washington—to stay. It was a great day for him and his running mate, gentle and faithful old Senator Alben W. Barkley. As they shook hands at the station and then rode through the city, flags waved and a crowd of 750,000 let out cheers of spontaneous welcome. Harry Truman, with 304 electoral votes to Dewey's 189, was now President of the U.S. in his own right and by the clear choice of the people.



CHAMPAGNE AT THE CLIMAX of the Democratic victory is served in mid-morning on Nov. 3 at national

headquarters in New York's Hotel Biltmore. The waiters climbed up on the tables to reach the milling guests.



DEMOCRATIC CHAIRMAN McGRATH HEARS RETURNS

TIRED WINNERS CELEBRATE THE UNEXPECTED VICTORY

When it came time to celebrate, the average Democrat felt like a fifth-string substitute who is suddenly shaken awake by the coach and told "Go in at quarterback, and give 'em hell!" The realization of triumph was all the sweeter because most thought it would never come.

Celebrations took place in New York (*left*), Chicago (*below*) and St. Louis. In mid-morning weary Democrats who had waited up all night cleaned the cigaret butts out of their tumblers, tugged at their wilted collars and crumpled hairdos and leaped for the cold champagne. But the biggest celebration of all did not take place until two days after election, when practically all of Washington turned out (*opposite page*) to welcome home the durable hero in shining spectacles who had brought off the big upset.



HIGHBALLS FOR THE LONG PULL sustain weary Democrats who at 11 p.m. (*above*) are just beginning to

get an inkling of what is in store for them. At this time returns from the Midwest showed Truman holding firm.



IN CHICAGO Democrats go wild over victory of Adlai Stevenson (*lower right*) in fight for Illinois governorship.



TRIUMPHANT PROCESSION of Democrats, headed by Harry Truman and Alben Barkley, passes under an

arch of fire-engine ladders on the way from the Capitol to the White House. In one of the most enthusiastic demon-

strations in Washington history, huge crowds line Pennsylvania Avenue to shout "Hi, Harry!" at the President.



"ACRES" OF TOWNSPEOPLE TURNED OUT FOR 15-MINUTE STOP IN LOGANSPORT, IND.

HARRY S. TRUMAN OF MISSOURI WENT OUT TO MEET THE FOLKS



WHILE THE TRAIN STOPPED FOR WATER, TRUMAN CHATTED WITH INDIANA CHILDREN

The new President is one of the fightin' est men who ever went through a U.S. political campaign. In his last seven weeks of touring the country he bounced out of bed around 6 in the morning, started his speechmaking before breakfast and was still at it late at night. When his voice refused to keep going any longer—which was every few hours toward the end—he grinned and bore it while his physician swabbed his throat with a mixture of glycerine and iron, then



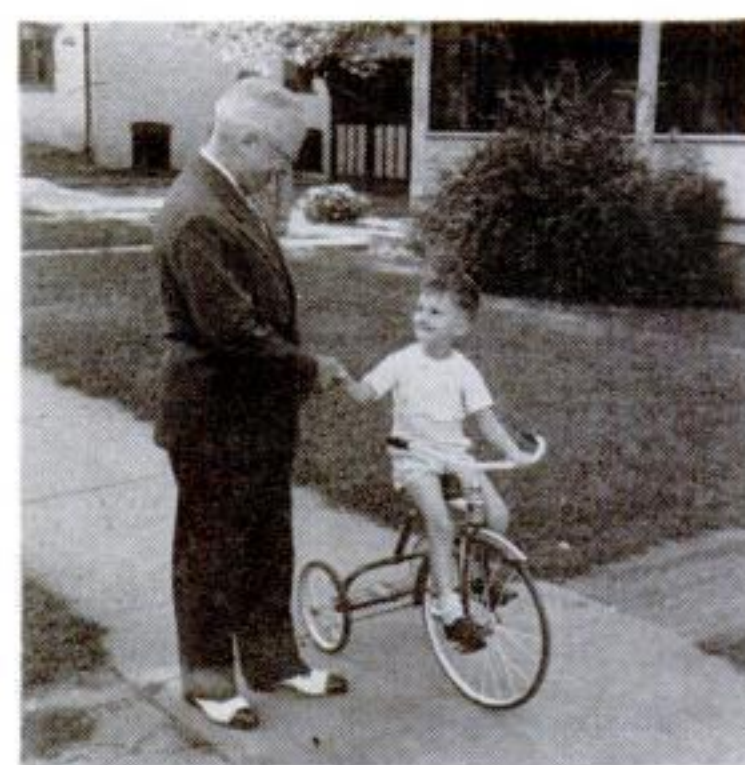
GIRL IN WHEELCHAIR got a special greeting from Truman, who stepped down from train in Colorado to shake her hand.



MINERS watched Truman in Pennsylvania place wreath on monument to John Mitchell, once president of their union.



BOXER Jersey Joe Walcott, an underdog who nearly made it, got greeting from an underdog in the process of making it.



YOUNG NEIGHBOR in Independence shook hands with Truman, who happened to walk by during a morning constitutional.



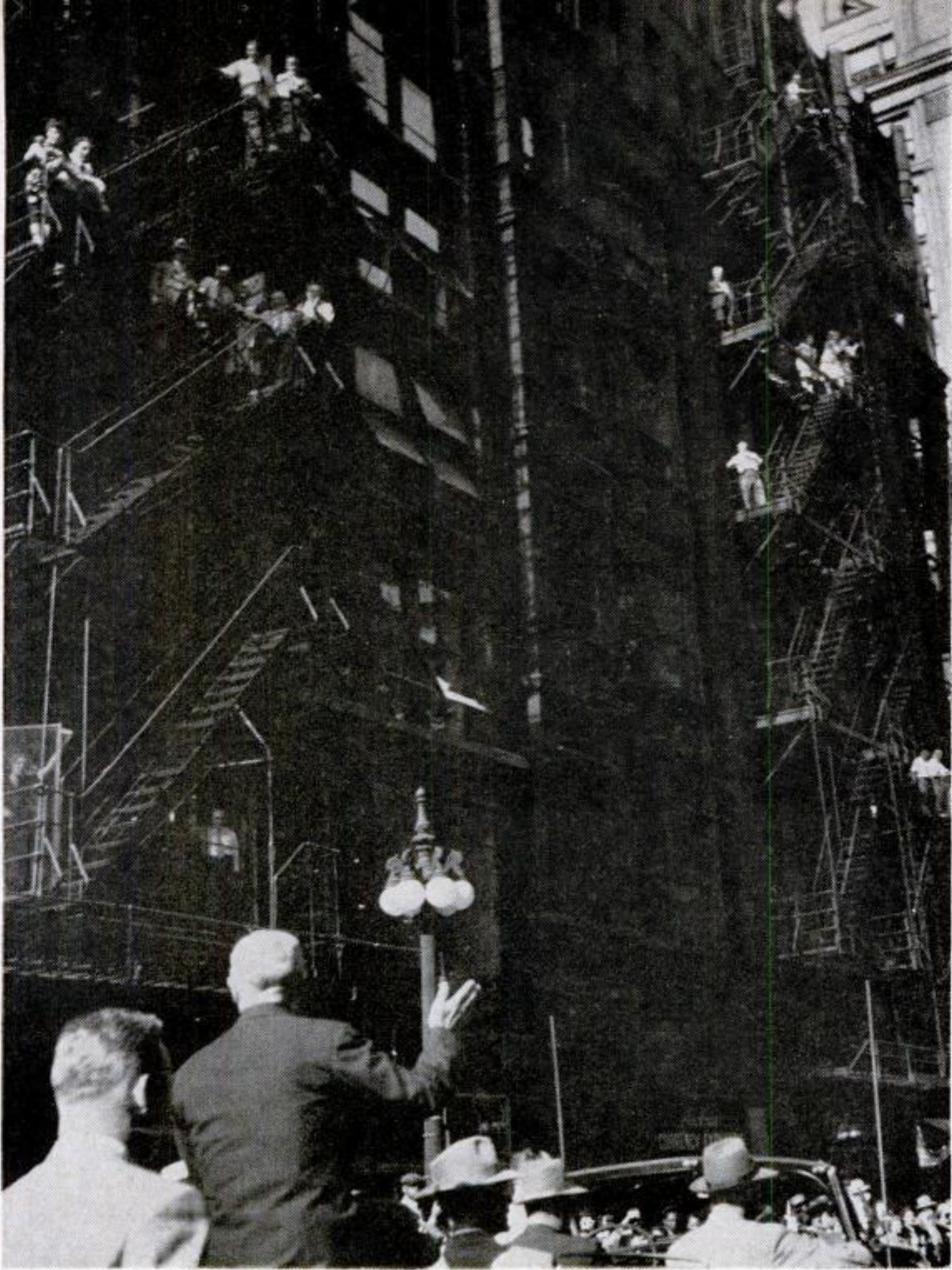
OLD BUDDIES of the 35th Division, in which Truman had been an artillery captain in Battery D, marched behind him in Omaha at their annual reunion parade.



CLOTHING WORKERS welcomed Truman and Mayor O'Dwyer (left) to rally in famed Union Square. Union's Jacob Potofsky (center) said 90% voted for Truman.



LOCAL POLITICIANS rode with Truman on his way to a speech in Salt Lake City. Truman was always ready to listen or lend a hand to the Democratic party faithful.



CHICAGOANS STOOD ON FIRE ESCAPES TO GET A BETTER LOOK AT THE PRESIDENT

pitched right in again. In all he traveled 31,500 miles and made 350 speeches; he popped up in so many cities and whistle stops that at least 10 million citizens had and took the opportunity of seeing him in the flesh. All the while his talk was down to earth and his manner plain folksy; by nature and by strategy he was establishing himself as a man of the people and a friend of the little fellow. He allowed as how "10 acres of people" listened to him at Des Moines,



PACE WAS SO FAST THAT REPORTER STILL TYPED AS TRAIN WAS ABOUT TO LEAVE

and in Independence, Mo. he called himself "the country boy come home." Once he told a Kentucky crowd, "There must be somethin' sweet about me for there's a honeybee flyin' round this microphone. Kentucky has been awful sweet to me too." There was no doubt toward the end that Truman's zip and folksiness were attracting bigger crowds than the studied appearances of Dewey. Correspondents noted this but put it down to mere curiosity. They were wrong.



DOUBLE HANDSHAKE was practiced by Truman in Hamtramck, Mich. This is a gesture he used often during the campaign.



WAR HEROES were congratulated by Truman at Jersey City. Here 5,000 unable to get in hall stood outside to hear him.



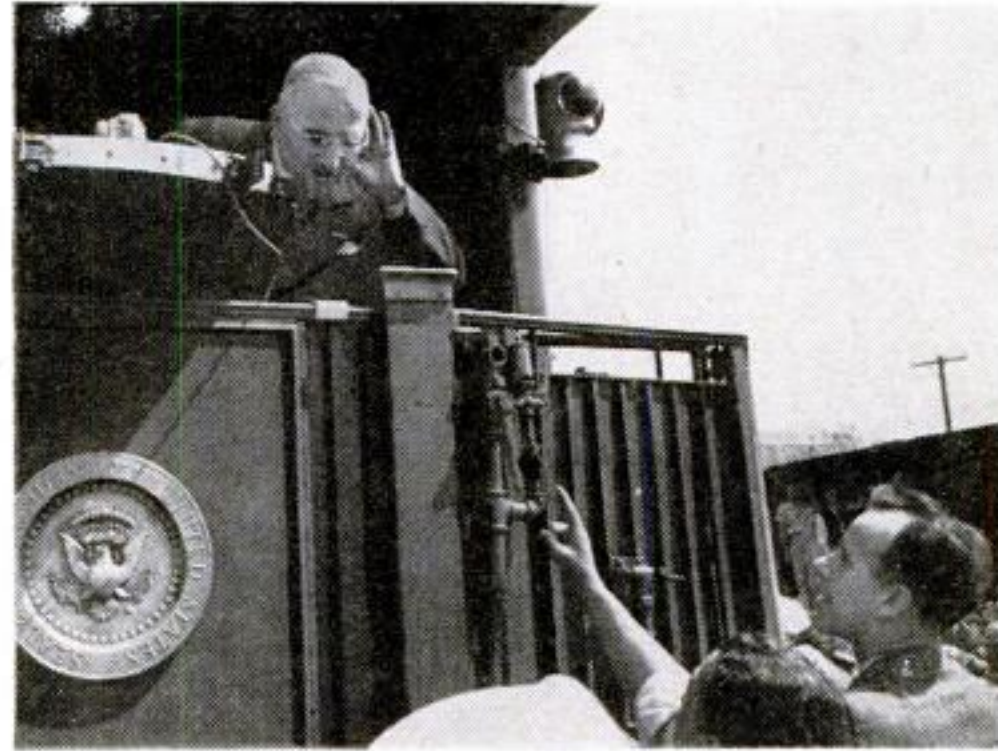
SHRINERS in Kansas City dined with member Truman election eve. He said, "It's wonderful to be with my fellow nobles."



GAS-STATION operator talked with Truman in Independence. Truman said, "Here I'm just a citizen and taxpayer."



CLUB-CAR INFORMALITY prevailed on the campaign train. Here Truman was host in Texas to Attorney General Tom Clark (*extreme left*) and Sam Rayburn (*right*).



HAND TO EAR, Truman did his best to catch remark shouted to him from the crowd at a rear-platform speech in Texas. His crowds loved informal gestures like this.



A PRESENT from the residents of Boys Town, Neb. was accepted by President—who always seemed honestly pleased by the gifts every Presidential campaigner gets.



THE JUBILANT PRESIDENT HOLDS UP A COPY OF A NEWSPAPER EXTRA WHICH OVERCONFIDENT REPUBLICAN EDITORS RUSHED INTO PRINT ON NIGHT OF THE ELECTION



NEW YORK "WORLD-TELEGRAM'S" APOLOGY

PRESS AND POLLS WERE WRONG IN A LOUD VOICE

Almost without exception the political experts were abysmally wrong. Most agreed that they simply had not been as thorough in their analyses as they might have been. Many traced their downfall to the public-opinion polls of George Gallup, Elmo Roper and Archibald M. Crossley which, from convention days to election morning, unanimously predicted a Dewey victory. Harry Truman and a few of his most enthusiastic supporters said the polls were wrong, but columnists and commentators were so cocksure that they spent their time speculating about the lineup of Dewey's cabinet. The professional politicians were also fooled; many high-ranking Democrats were so depressed by the polls that they lifted not a finger to help their boss. Some Re-

publicans were so elated that they too neglected to act. Local surveys showed that Republican candidates here and there were in trouble, but Dewey strategists never awakened to the fact that their ticket was in danger not merely in Minnesota or West Virginia, but everywhere.

A few prophets had the truth in their grasp but refused to recognize it. The Staley Milling Company of Kansas City ran a "pullet poll" among farmers, who bought chicken feed in sacks labeled Democratic or Republican. When Democratic feed pulled into a 54-46 lead, the company abandoned its poll in confusion. This also happened in Denver where a research institute discovered that Truman would carry the state by 3%, then spurned its findings and predicted a Dewey victory.



Washington MERRY-GO-ROUND By Drew Pearson

(The author of this column is given the widest latitude. His views do not necessarily reflect those of the Mirror.)

IN NEW YORK, Nov. 2
—I surveyed the close knit group around Tom Dewey, who will take over the White House 86 days from now.

The Lineup

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DREW PEARSON, who has a fairly high batting average, struck out with this analysis of Dewey's "cabinet," which he had written on election day for the next morning's papers. Like wrong guessers Walter Winchell, Elmo Roper and George Gallup, Pearson was on a television broadcast and actually had to face his audience on election night.



MATTER OF FACT

By JOSEPH and STEWART ALSOP

WASHINGTON.

The first post-election question is how the government can get through the next ten weeks. Nowadays, unhappily, time's winged chariot has been equipped with jet propulsion. Events will not wait patiently until Thomas E. Dewey officially replaces Harry S. Truman. Particularly in the fields of foreign and defense policy, somebody somewhere in Washington must have authority to give answers that will still be valid after Jan. 20.

Oddly enough, the members of the outgoing Administration seem to be more concerned with this urgent problem than the entou-

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THE ALSOP BROTHERS, Joseph and Stewart, also had an embarrassing column on the wires to newspapers for publication on Nov. 3. Most editors failed to kill it. Brother Joseph (right) cheerfully admitted their huge error, although he did point out that the Alsops had long ago predicted—but vastly underestimated—"a swing to the left."

NOVEMBER 1948

Kiplinger MAGAZINE

THE CHANGING TIMES

What DEWEY will do

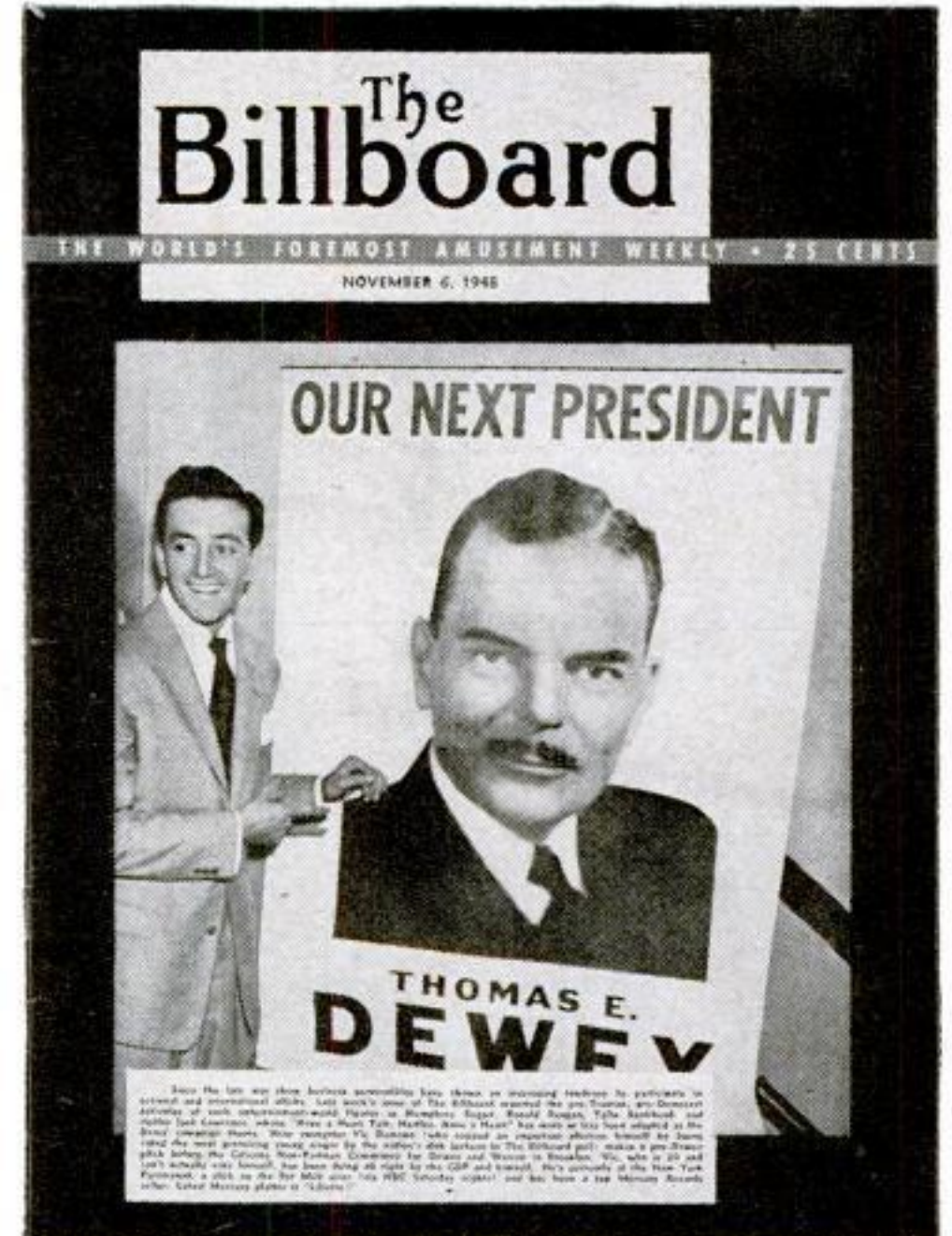


32-page feature complete in this issue—
plus the regular articles

WHAT KIPLINGER WILL DO was a more pertinent question on Nov. 3. This Washington monthly was already in print, with two-thirds of its contents devoted to forecasts of the activities of the Dewey administration.



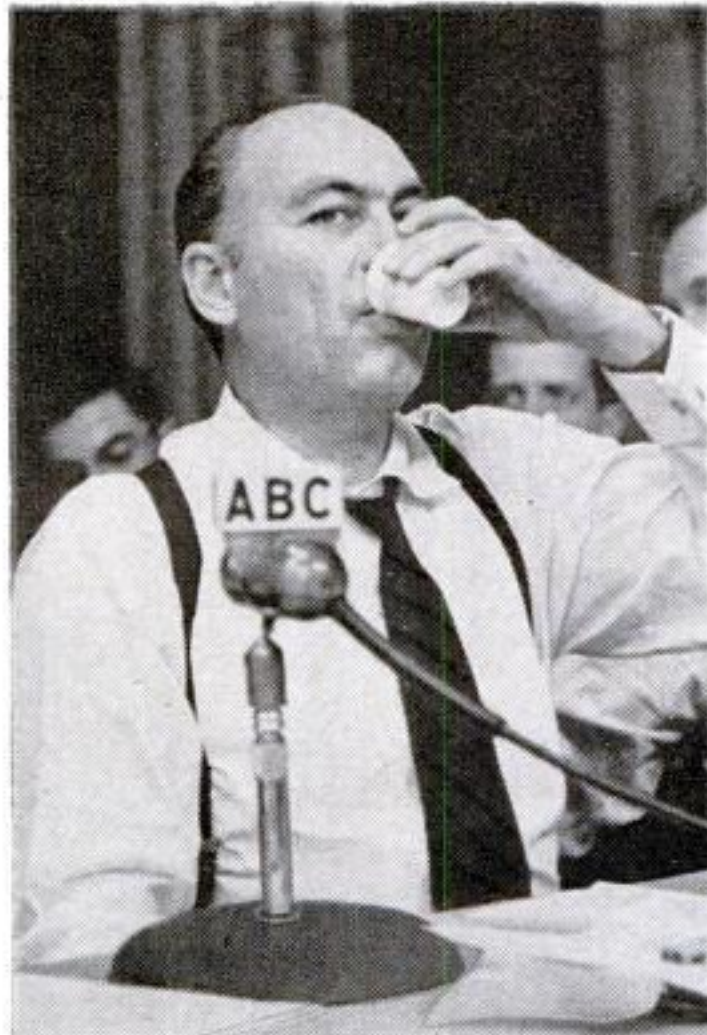
WHAT "LIFE" DID was simple, direct and 100% wrong. The editors, who themselves caught the wrong boat, concluded their lead article in the Nov. 1 issue with this full-page picture of "the next President" on a ferry.



WHAT "BILLBOARD" DID, after timing its Nov. 6 cover to the minute, was to set up a small hedge down in the fine print. There it is implied that it was simply Dewey's turn, after Truman, to have his portrait featured.



ELMO ROPER, FORTUNE pollster, gave Dewey a fat 52-37 edge in September, thereafter made no more surveys. "I could not," he said, "have been more wrong."



GEORGE GALLUP was equally embarrassed. But he indicated that he was still on his feet by starting another survey to try to "find out just what happened."



WALTER WINCHELL quoted Truman's "cocky" prediction pollsters' faces will be red, then wisecracked, "Gamblers are betting that Mr. Truman's will be white."



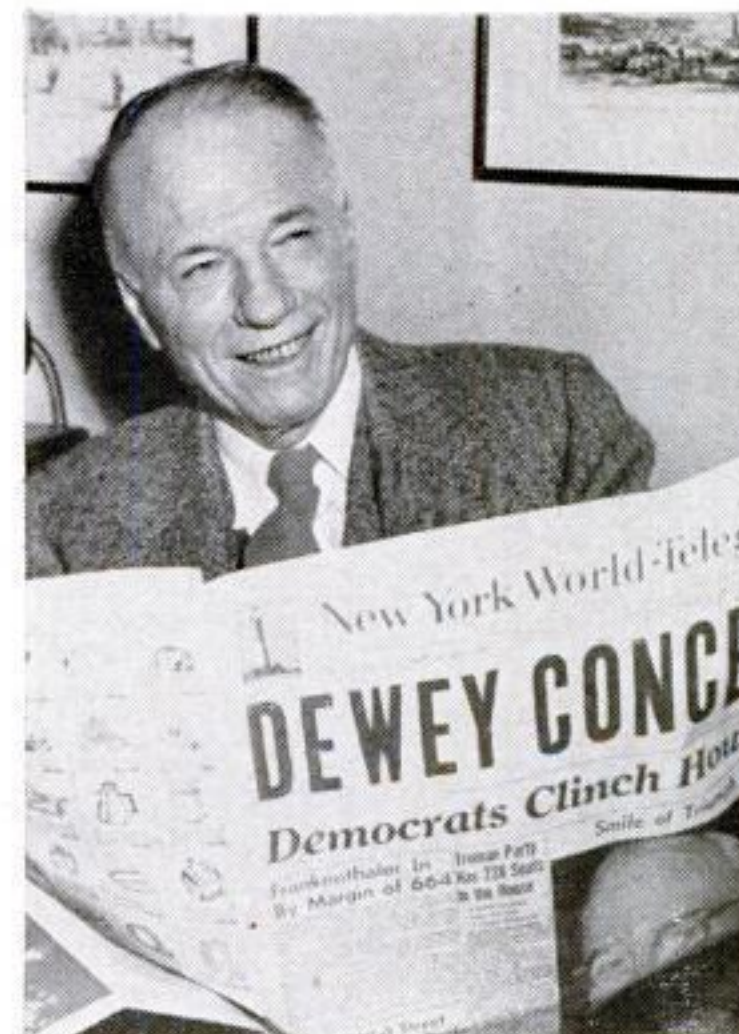
ARTHUR KROCK, New York Times's Pulitzer prizewinner, found himself writing, "The principal item on [our] menu will be not beefsteak, not terrapin, but crow."



JOHN O'DONNELL, author of "Capitol Stuff" for the New York Daily News, led off on Nov. 3 with "How is it possible to be so utterly, completely wrong?"



WALTER LIPPMANN, produced a masterpiece of understatement on the morning after. "As one who did not foresee the result of the election, I. . . ."



"LITERARY DIGEST" Editor Wilfred Funk, whose moribund magazine died after predicting F.D.R.'s defeat in 1936, found even 12-year-old misery loves company.



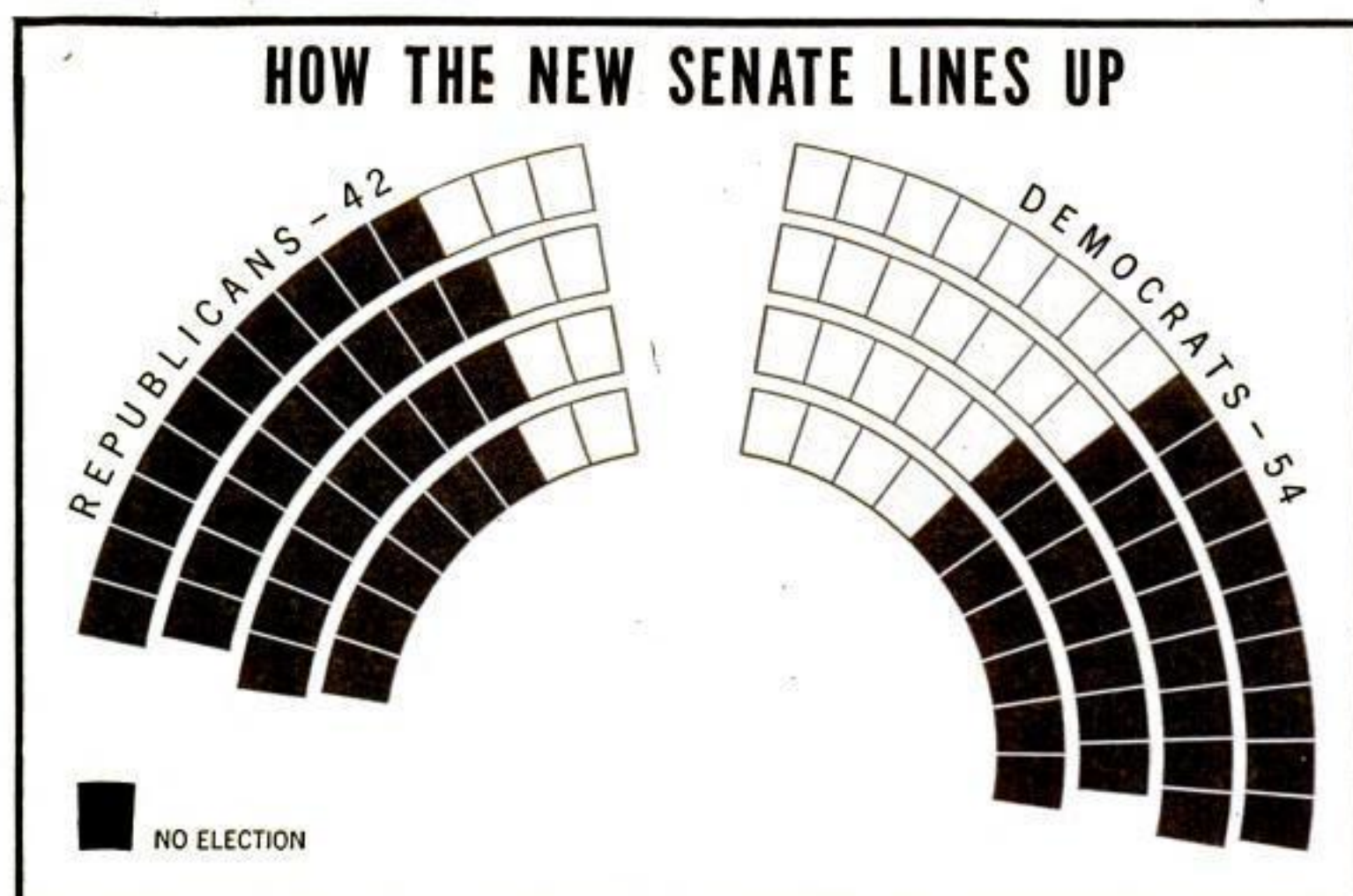
LONE PROPHET Louis Bean spotted President Truman's victory last July in his book *How to Predict Elections*. He also foresaw the Democratic sweep in Congress.



SEN. HUMPHREY (MINN.)

Most dynamic new face on the national political scene is that of Minnesota's cocky new Democratic Senator Hubert Humphrey, shown here with his wife Muriel. He is only 37, was mayor of Minneapolis from 1945 to 1948. But he is best remembered for pushing through Democratic convention the strongly worded civil rights plank that exploded Dixiecrat revolt. Humphrey's win over earnest, unpopular Joe Ball was no real upset.

Truman Wins CONTINUED



STRONG STATE CANDIDATES HELP

Although Harry Truman had waged a forthright and amazingly effective campaign, this was not like the Roosevelt elections. The personal magnetism of the presidential candidate did not sweep in coattail-riders all across the country. This time Truman was helped by the fact—which a majority of the voters were smart enough to recognize—that the Democratic party had provided a better slate of candidates. The result was that many a senator and governor polled more votes than Truman, and many a local candidate lured to the straight Democratic ticket the voter who did not care so much for Truman but preferred "what the Democrats stand for."

Another result was a new, healthy alignment throughout the Democratic party. It meant more than that the Senate and the House of Representatives



SEN. KERR (OKLA.)

Robert Kerr is a wealthy oilman who has been a long-time Democratic politician, governor for one term. He campaigned by criticizing Taft-Hartley law, is considered slightly to right of New Dealism.



SEN. ANDERSON (N. MEX.)

Clinton Anderson quit as Truman's Secretary of Agriculture to run against colorful Republican Pat Hurley. Anderson, one-time newspaperman, poet, can be counted on to vote the right way on Truman's bills.



SEN. GILLETTE (IOWA)

Guy Gillette is no New Dealer. He was the first man on F.D.R.'s purge list in 1938. Bluff, hearty, he is popular with Republicans as well as Democrats, was given a good chance unless Dewey's majority was huge.



SEN. KEFAUVER (TENN.)

Estes Kefauver, a New Dealing congressman, upset Boss Crump's man in primary, won election easily. He supported OPA, opposed the Taft-Hartley Act and will be conspicuously to left among Southerners.



GOV. LAUSCHE (OHIO)

Frank Lausche was defeated in 1946 by Thomas Herbert, whom he beat in turn this year. Lausche, a middle-roader, seldom mentioned Truman, polled 1,609,924 votes, more than President himself.



GOV. DEVER (MASS.)

Paul Dever (rhymes with never) beat Republican incumbent Robert Bradford, was helped by labor and birth control referendums on the Massachusetts ballot which brought out the Catholic and labor vote.



GOV. SMITH (MO.)

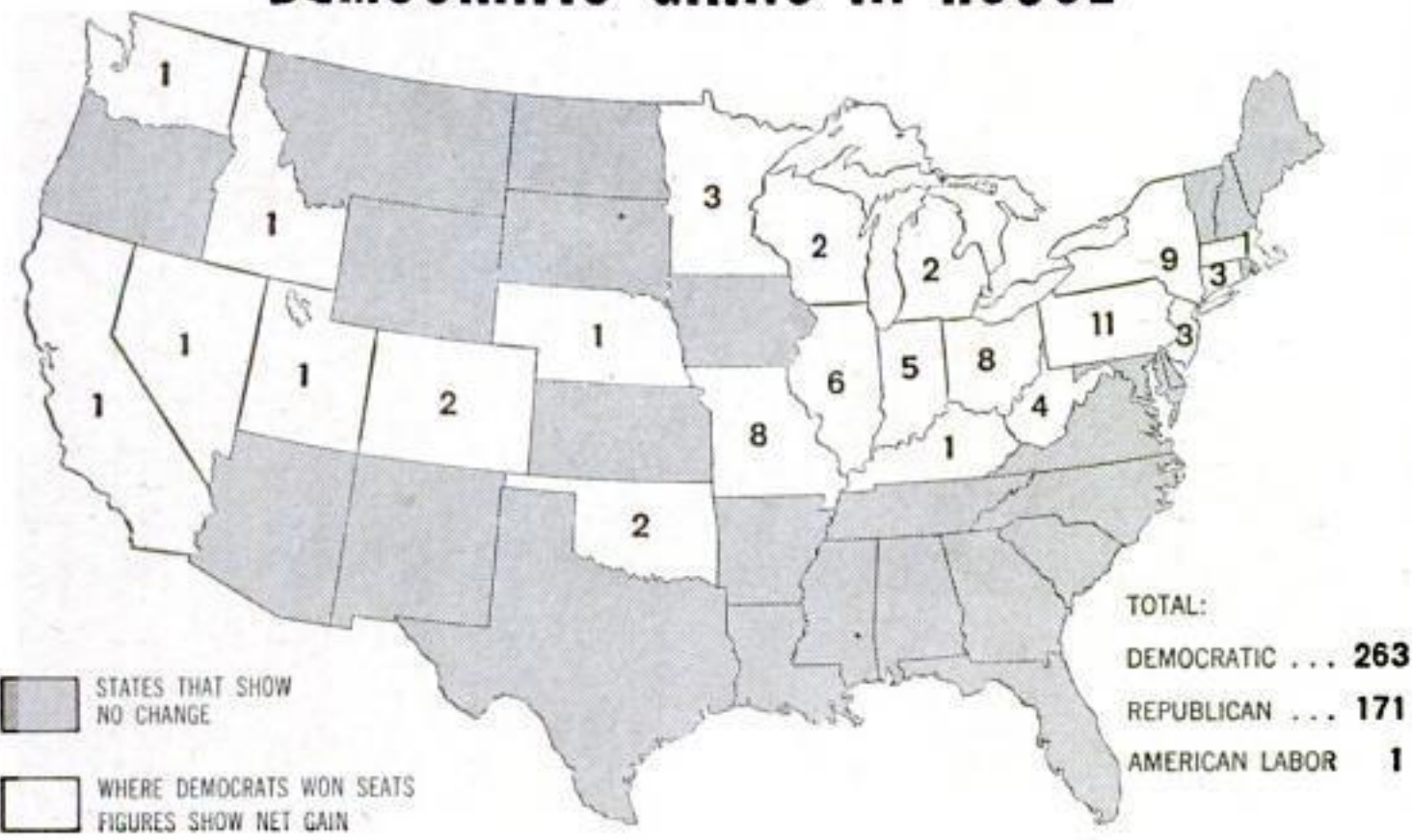
Forrest Smith, a machine politician, was once a Pendergast favorite, famous for his 1936 letters to pensioners urging them to re-elect him as state auditor. He has been in Democratic politics for 35 of his 62 years.



GOV. WILLIAMS (MICH.)

G. Mennen Williams, 37, is nicknamed "Soapy" because of \$12 million shaving cream fortune he will inherit at 40. His mother would give him none of it for the campaign, but he still beat Kim Sigler.

DEMOCRATIC GAINS IN HOUSE



ELECT TICKET, STRENGTHEN PARTY

(above) were solidly Democratic. It meant that, by and large, Congress had a group of able men. Few bad Democrats were able to beat good Republicans on Nov. 2. And there were enough good men to make the party strong enough to get along in most cases without the extreme right that had galloped off to Thurmond or the extreme left that had marched off to Wallace. Now some of those bolters were apparently trying to get back. But they would have to buy in at the Democrats' price. That some of them had bowed to this fact was shown by the extremists who were already talking out of the other side of their mouths. Last week old Kenneth McKellar announced that he would vote for repeal of the Taft-Hartley Act "in accordance with the expressed will of the people," thereby catching a fingernail hold on the triumphant Democratic bandwagon.



GOV. STEVENSON AND SEN. DOUGLAS (ILL.)

Adlai Stevenson (left) and Paul Douglas (center) are Illinois' new governor and senator. Stevenson, socialite grandson of Cleveland's vice president, beat Republican Governor "Pete" Green. Douglas, a liberal economics professor, even campaigned across the state in a jeep to beat Senator "Curly" Brooks. Both winners helped boost the stock of Chicago boss "Jake" Arvey (right) who tried to dump Truman before the convention.



SEN. LONG (LA.)

Russell Long was in his seat two months ago when he won primary with help of his uncle's power as governor and his late father Huey's vote-getting strength. Long opposes Truman's civil rights program.



SEN. JOHNSON (TEXAS)

Lyndon Johnson is only 40. A onetime F.D.R. protégé ("He was like a daddy to me."), Johnson won 1948 primary by 87 votes, whereupon opponent Coke Stevenson endorsed the G.O.P. Johnson still won.



SEN. HUNT (WYO.)

Lester Hunt is onetime bartender, professional baseball player, dentist and Democratic governor. He campaigned for repeal of the Taft-Hartley Act and more reclamation projects, a favorite issue in Wyoming.



SEN. FREAR (DEL.)

J. Allen Frear Jr. won because of G.O.P. apathy. He is friendly, quiet. Unlike New Dealers north of him and Bourbons south of him, he is a middle-of-the-roader. He won, although Truman lost in Delaware.



GOV. McMATH (ARK.)

Sidney McMath, war hero, is a liberal. He first gained fame as prosecutor who cleaned up Hot Springs, resigned while his wife was being prosecuted for shooting his inebriated father. She was cleared.



GOV. BOWLES (CONN.)

Chester Bowles, former OPA boss, won by 2,300 votes while Dewey took state. A former advertising man, Bowles put on highly effective campaign on radio and billboard over the issues of housing and high prices.



GOV. SCHRICKER (IND.)

Henry Schricker also won while Dewey took the state. A former governor who had retired for a term, he was talked into running again by Democrats who knew hand-shaking Schricker's immense popularity.



GOV. SCOTT (N.C.)

W. Kerr Scott, farmer-dairyman, is comparative beginner in politics. One of 14 children, he has always loved farming, won by campaigning for better country roads, rural schools and a health program.



ANGER AT PRICES was shown by Washingtonians who jeered pollsters as they welcomed Truman back from a campaign trip. Many housewives all over seemed to agree.



C.I.O. CONGRESSMAN Thomas H. Burke (right) is congratulated by the A.F. of L.'s William Sturm, who helped him win an upset victory over a Republican incumbent in Toledo. Burke and Sturm ran as rivals for the Democratic nomination in the primary, under an agreement that defeated man and his union would pitch in to elect the winner.



JOSEPH KEENAN RAN A.F. OF L. DRIVE



JACK KROLL RAN P.A.C. FOR THE C.I.O.

LABOR, FARMER AND THE HOUSEWIFE ALL CAME OUT STRONG FOR TRUMAN

After all the votes were counted up this week, it turned out that Truman had drawn a vast amount of support from nearly every place except the Union League Club. Labor leaders, angry about the Taft-Hartley law, had done a grimly determined job of getting out the vote—and with great sagacity they had done it so quietly as to avoid frightening or antagonizing nonunion voters. Said one leader, "Back in '44 the Reds who were in P.A.C. gave a lot of cocktail parties and made a lot of noise, but they didn't really do anything except make a lot of people mad. This year, without those fellows, we kept our mouths shut, worked hard right down in the precincts—and really got our people to the polls." The C.I.O. and A.F. of L. each raised and spent about \$2 million, mostly at the local level. Often the two rivals worked together—in Toledo they joined hands to send a C.I.O. man to Congress in person (left, below).

The farmer, who hadn't been expected to help at all, turned out to be surprisingly strong for Truman. The Democrats carried such supposedly Republican strongholds as Iowa and Illinois and made sharp gains even in Kansas—in some cases picking up rural counties which had gone Republican for years. Farm-belt anger against the G.O.P. Congress for failing to provide crop storage space was one factor. Another was farm prosperity. One Wyoming sheepman said, "In 1932 my father died and left me a broken-down ranch. Last year I salted away \$40,000. I'm a Republican, but I couldn't see voting for a change this year."

The housewife, a quiet but determined voice in U.S. politics, also helped. In 1944 she had been pulled Republican by the meat shortage; this time she was pulled Democrat by high prices—blame for which had fallen on the G.O.P. At one point in the campaign Harry Truman is said to have told friends, "I'm not running against Dewey; I'm running against 75¢ lamb chops."

In fact as the voters compared notes after the election—like those on the opposite page who dropped into an Illinois grocery store one day last week—it developed that there were dozens of reasons and explanations for the balloting. Harry Truman, campaigning in the old New Deal tradition, had been on the right side of most of the issues as far as the public was concerned. He had promised government action on prices and housing, repeal of the Taft-Hartley law, higher minimum wages, more social security, more public power and reclamation projects. He had even said over and over again, "This is a crusade of the people against the special interests . . . the Wall Street reactionaries . . . the gluttons of privilege." Most political experts had believed that this kind of language—although in keeping with the trend of the rest of the world toward the left—was not popular in the U.S. It turned out they were wrong about this, too.



LABOR CELEBRATES Truman victory at party of Amalgamated union in New York. Democrats' Vice Chairman Ewing (left) chats with union's Potofsky.



LABOR CONGRATULATES Truman in the person of C.I.O.'s Philip Murray, shown here arriving at White House as one of the first callers after President's return.

SOME VOTERS IN DECATUR, ILL. EXPLAIN HOW TRUMAN CARRIED THEIR CITY



PROPRIETOR P. J. Chilton, of the supermarket where these photographs were taken, said to LIFE's correspondent, "I'll tell you something; Dewey he lost the damn election right here at my meat counter. Prices were too high."



HOUSEWIFE Mrs. Gordon Lloyd, whose husband and father-in-law both voted for Dewey, said, "I'm the radical of my bridge club. I'm an independent and I voted for Harry Truman. In '44 I voted for Franklin D. Roosevelt."



WELL-DRILLER L. R. Burt, who lives out in the country, said, "I voted for Dewey but there weren't enough of us. The Taft-Hartley Act beat Dewey. Farmers were for Truman too. He's done things for farmers. Dewey hasn't."



PACKER Vern Coffman said, "I guess about 70% of our guys (meaning union people at the plant) voted for Truman. I was for Truman all the way, meaning always. Truman won when the laboring class came out strong for him."



HOUSEWIFE Mrs. W. H. Boughton was one of the 45 million eligible voters who did not go to the polls. "I had quite a lot to do Tuesday and I just didn't get there. If I had, I'd have voted for Truman. I think I'm a Democrat."



SALESMAN Dayton Campbell said, "I planned to vote for Dewey but I got some vacation time and went away on a trip and didn't do it. I'm darn sorry I didn't, too. Dewey lost because people who were for him just didn't vote."



BUSINESSMAN H. W. Russell said, "I voted for Dewey but the Republicans had it coming. They were very stupid. The first mistake they made was nominating Dewey. I guess it's better that the election came out the way it did."



HOUSEWIFE Mrs. E. Reincke said, "I voted straight this time as always—straight Republican. My husband is a Republican too. The younger folks beat Dewey. They think these good times come because of the Democrats."



RECREATION DIRECTOR Miss Freda Combs said, "I voted for Truman. Truman's the common man's man. I had more confidence in him. Dewey made only a few hazy promises. The Republicans were overconfident and lost."

INSIDE STRATEGY OF THE CAMPAIGN

ONE OF THE ADVISORY BOARD TELLS HOW TRUMAN FELT, ACTED AND PLANNED DURING HIS WINNING DRIVE

by JAY FRANKLIN

Jay Franklin is the pen name of John Franklin Carter, a former New Deal columnist. He joined Truman's campaign strategy committee in September and went to work quietly in the old State Department building. Then, when the President went on tour, he joined the campaign train. Until election day he remained a top-level speech writer and planner.

Harry S. Truman believed in God and trusted the American people. He was elected on Nov. 2 by the votes of the people and the will of God in a political miracle. It was peculiarly Harry Truman's campaign and it reflected his character. Yet to bring that character into tune with the public will required an effort which was also a miracle of timing, calculation and faith in democracy. His campaign was a deep spiritual experience for all of us. We all prayed, each in his own way.

The Truman campaign began last winter when the President told his intimates that he intended to make the fight if he had to do it single-handed. The real plan of action matured at the Republican National Convention. At that time only three men really believed that Truman would be elected: Truman, A. F. Whitney and myself.

Consider the picture: the President and his administration had been convicted in the public mind of bungling, inefficiency and confusion. Henry Wallace had lopped off the left-wing labor and Zionist big-city support that had given Roosevelt the edge in four victories. The Dixiecrats were threatening to secede from the Democratic party—breaking the solid South—if Truman was nominated. And the Republican party stood to gain a victory without making the slightest concession to liberal principles or progressive policies, under the leadership of an extremely able and ambitious man with ample campaign funds and almost complete press and business support.

I have set down these appalling facts because they were the roots of Truman's victory. It was his strategy to convert them into sources of Democratic strength and Republican weakness.

Wallace was regarded as a Truman asset from the start. It was a reasonable calculation that between a fourth and a third of the Wallace votes came from the Republicans—chuffy isolationists and pacifists in the rural regions. In addition Wallace prevented general apathy and rid the Democrats of radical embarrassments. In the President's opinion the Dixiecrats were well worth losing. He believed that their secession would assure the support of liberal northern groups. The Republican overconfidence supplied the final ingredient for Truman's David-and-Goliath victory. The belief that 1948 was "in the bag" for the G.O.P. had already expressed itself in the record of the 80th Congress. The President's decision to call the Congress back in special session last July was the master stroke which both summed up the characteristics of the opposition and, far more important, forced Governor Dewey to identify himself with the record of the 80th Congress.

President Truman trusted and liked the people. I suppose that most of us knew we were winning when we discovered during the campaign that contact with the growing crowds visibly refreshed him. The calm affection which flowed from them to him enabled him to carry through a schedule which, without such a response, would have crushed a much stronger man than this "game little guy" in his middle 60s.

The 300-odd speeches were the creation of a composite human brain composed of some eight or 10 individuals, including the President and his family. We could not afford the time for pride of authorship or personal prestige. Every major speech went through at least six drafts before it was right.

The working up of the preliminary drafts was supervised by Charles Murphy of North Carolina, one of the President's six "passionately anonymous assistants," who had organized a good base operation in Washington.

For the first five weeks David Noyes of Los Angeles was an important element in this group, but after the President's Chicago speech Noyes went on to Los Angeles to help carry the state against Dewey and Warren. During the 10 days that shook Tom Dewey—the fifth and final itinerary which began on Sunday, Oct. 24 and ended at Kansas City on Nov. 2—David Lloyd of the National Committee research staff and Philleo Nash, a cran-



FRANKLIN RESTS IN WASHINGTON

berry grower from Wisconsin, held down the Washington base while Charlie Murphy rode the train.

He and George Elsey, the "whistle stop" and "rear platform" expert who had the backbreaking job of preparing material for all save the major speeches, and I worked about 18 or 20 hours a day. We did the first drafts. When we had a draft ready, Murphy took it back to Clark Clifford of St. Louis—a man with a clear head, an intimate knowledge of President Truman and an exceptional grasp of the over-all considerations of major policy which governed our operations.

When Clifford was satisfied, Charlie Ross, Matt Connelly, Clifford and Murphy usually reviewed the draft and then talked it over with the President and Mrs. Truman. Mrs. Truman, by all accounts, held her own opinions and judgments, frequently at variance with the President and usually sound and important. Margaret Truman also took part

in these discussions. Harry Truman himself had no pride of authorship or opinion. But he had a Lincolnian talent for simplifying an idea and expressing it in terms familiar to the people he addressed.

The only speech which was a blunder—the Chicago address that compared Dewey with Hitler—was an exception. Most of us were strenuously opposed to this speech and, though it was modified and toned down, it was delivered largely on the basis of an a priori decision to make such a speech in the course of the campaign. Fortunately for us Dewey was persuaded by his own advisers not to take advantage of an opening that looked like a tactic of desperation, a confession of weakness, and continued his "high level" campaign until the end.

The terms of reference for any speech were usually obvious—Boston and the Boston Irish called for a workover of Communism just as St. Paul had called for an appeal to labor, the farmers and the old progressive tradition of the North Central region. Working close to the gun—often only a few hours ahead of actual delivery—gave us a flexibility and freshness that were in sharp contrast to the polished, prepared public relations output of Governor Dewey. And when Dewey began following us around, only 24 hours later, we felt that we had won a major objective. We believed that his air of bland confidence that he was already president in all but name would contrast sharply with Harry Truman's sincere man-to-man humanity, personal simplicity and deep sincerity. Especially with the farmers, whom the G.O.P. took for granted, was this effective—both because it was honest and because the American people do not like to be taken for granted.

I saw that last trip as the closing minutes of a football game and, since it was actually the football season, the psychology of football was applied to the alteration of the subject matter of the speeches. Our team was trailing, we were on our own 20-yard line, we needed a touchdown and had to convert the extra point after the touchdown in order to win. We had to keep the crowd standing up. We dared not waste a single play, and Dewey was punting on every first down.

End runs and passes to loosen up the Republicans were followed by big ground-gainers like the Boston and Brooklyn speeches. Truman played razzle-dazzle football at Cleveland, Madison Square Garden and at his windup in St. Louis, when he threw his prepared speech away—a good one on which we had sweated blood—and literally romped through the Republican backfield. His election-eve broadcast was a perfect drop kick that gave him the one-point margin needed to win.

That was the Truman miracle. It wouldn't have happened unless we all had worked together honestly and unselfishly for a cause that we believed far

greater than ourselves. And about 5 o'clock in the morning of Nov. 3, when the returns from Cincinnati assured us that Ohio was going for Truman, I looked across the table at Matt Connelly, Bill Boyle and Merl Young and thought of a moment more than 500 years ago in time when a young king stood in the field of Agincourt and cried that

"Gentlemen in England now abed
Shall think themselves accurs'd they were not
here,
And hold their manhoods cheap while any
speaks
That fought with us upon Saint Crispin's Day."

THE DEMOCRATS HAD BETTER CANDIDATES

A prominent Republican businessman, who wrote to LIFE last week, explains the failure of his party to carry the key state of Illinois:

"So far as the Republican party in Illinois is concerned, it deserved defeat. Both the county and the state tickets were made up for the most part—there being a few notable exceptions, but very few—of men wholly unqualified and in many cases venal. Under the leadership of Mayor Kennelly of Chicago the best element in the Democratic party had come to the front with some capable and honorable men. Personally, despite the fact that I am a Republican, I was happy. For the first time it would appear that the important law enforcement officers in this area are men of the highest quality insofar as character is concerned, and I think also men of considerable ability."



THE PRESIDENT ESCORTS ALBEN BARKLEY
TO THE GOAL THEY REACHED THE HARD WAY

THE MISSED ELECTION

THE EXPERTS DOPED IT WRONG, BUT THE COUNTRY HAD FAITH IN A FIGHTER

In common with 90% of the U.S. press we were wrong in doping the presidential election. We have no apology to make for having supported Thomas E. Dewey, for we still think it was "time for a change." But we do feel badly about falling victim to a mass illusion. As an earnest of good intentions for the future we do not intend to "eat crow"—indeed the unanimity with which the U.S. press has seized upon a single symbol of humility suggests that mass hypnosis can extend even to the choice of vocabulary. Instead of eating crow we insist on our own cliché: we are wearing sackcloth and ashes.

Just how did we, in common with most publications, manage to muffle the job of prognostication? The plain fact of the matter is that editors, reporters, columnists and pundits were fundamentally bored with the candidates and the seeming lack of issues as far back as last summer. This boredom affected the pollsters; they went through the motions of "scientific" sampling of public opinion about the election, but they weren't sufficiently suspicious or sufficiently interested to try to penetrate the great mystery of the "undecided" vote. The superficiality of the pollsters on this count reinfected the working members of the press, whose boredom lasted until about 9 o'clock on the night of Nov. 2, when a Truman victory first looked as if it might be possible. Even the few correspondents who got off the campaign trains and talked with the people had mental blinders that prevented them from seeing what was to their right and to their left.

The Press Was Superior

A superiority complex vis-a-vis Harry Truman no doubt had much to do with the boredom of the reportorial mind. Truman was a "bobbler," a maker of gaffes. Roosevelt had systematically by-passed his State Department for 12 years, but when Truman failed to notify Secretary of State Marshall that he had thought of sending Chief Justice Vinson to Moscow to talk things over with "good old Joe" Stalin, it was construed reportorially as a horrendous breach of protocol. The reporters and commentators were logically correct about this, but as it turned out the public had other things on its mind. Right in terms of logic, the reporters had failed to keep touch with the workings of popular psychology.

Looking back over the weeks immediately preceding the election, it is fairly easy to see what journalism might have done to make a correct forecast of events. If the reporters could have surmounted—or discounted—their apathy and actually gone smooching around the states and counties for signs, they would have run across certain local items of important national significance. In Connecticut the smiling face of Chester Bowles looked down from hundreds of huge billboards which proclaimed the slogan, "Right on prices, right for governor." Every housewife going to market for 90¢-a-pound lamb chops had plenty of opportunity to relate the slogan to the contents of her pocketbook, and even though she might not approve coercive price fixing this would not lessen

her friendliness toward the man who had concerned himself with her plight. In Ohio an extremely popular Democrat, Frank J. Lausche, was campaigning for the office of governor; he had proved himself in previous campaigns and was an odds-on shot to win any time the Republicans let down. In Illinois, where Republicanism had grown flabby and even somewhat disreputable, the presence of refreshing personalities on the Democratic ticket spelled trouble for the G.O.P. In Minnesota Senator Joe Ball had a labor revolt on his hands; his opponent happened to be Hubert H. Humphrey, the popular mayor of Minneapolis. In West Virginia Senator Revercomb was making heavy weather of it in the local press, and in Indiana paeans were sung to the Democratic candidate for governor, Henry F. Schricker.

In retrospect it must seem that any reporter with the ability to add up a series of small sums might have come up with the correct answer: Dewey would have to do some strenuous swimming to survive local Democratic ground swells. Lacking political glamour himself, Dewey would be the victim, not the beneficiary, of any dominant trend toward straight-ticket voting.

The Middle West's Candidate

Then there was the matter of the Middle West, which can be counted on to stick by its own when other things remain equal. When Harry Truman returned to his "show me" state of Missouri from New York, one of his lieutenants said, "We have cracked the Republican East." The spectacle of "that old Harry" still riding high after his battle with the city slickers of the seaboard was calculated to win affection and sympathy among his own people. The reporters missed all this because their boredom and their superiority complex kept them from making a basic character analysis of the President. Harry Truman doesn't know as much about diplomatic history as Walter Lippmann, he can't talk economics with *Newsweek's* Henry Hazlitt, he lacks the dinner-table brilliance of the Alsop brothers, he has read less widely than the editorial writer for *LIFE* magazine, he hasn't been around as much as Marquis Childs or New York *Times* publisher Arthur Sulzberger. But he did grow up in a section of Missouri that breeds and respects fighters. For our money Harry Truman has too simple a faith in the military virtues. But they are still virtues, and Harry Truman's early attempt to get into West Point and his subsequent record as a National Guard artillery officer in World War I might have been the tip-off on his campaign behavior in 1948. Truman said many shrill things, many misguided things, even some horrible things; in the course of his scrabbling, infinitely courageous campaign. His Chicago speech about the "Fascist" Republicans was pure demagoguery. But such demagoguery was the flourish of a fighter, and it demanded a fighting response.

This response Dewey never made. His campaign was dignified, but it was based on calculation, not emotion. The Republicans had accepted Dewey in the first place because of cal-

culation (he kept running first in the Gallup polls) and not because of blind, overmastering addiction to principle. This trust in calculation, in statistics, subsequently led the Republicans to think they could win without arousing anybody. They would have got away with it if they had had only the Democratic party to deal with, even though the people were still for certain New Deal measures. Boss Frank Hague of Jersey City was not aroused, the liberal New Dealers were not aroused, Truman's own Cabinet members were not aroused. The Wallaceites and the States' Righters were the only Democratic organization people who were aroused—and their passion took them out of the party.

Truman, the man, however, was aroused to the depths of his fighting militiaman's heart—and he went out and won without any real help from his organization. The labor forces lined up at the last moment and got out their vote in an efficient, if mechanical, way. But even after labor had gone to work a lot of people on Dewey's side continued to take matters negligently. Traditionally, when small numbers turn out, the Republicans win. But this year the light voting response favored the Democrats. They won without the tremendous turnouts of the great Roosevelt peak years. And they won without capturing the industrial states of Connecticut, New York, New Jersey, Pennsylvania and Michigan. Labor support helped Truman, but it doesn't explain a victory that was won primarily in the big farm states of Truman's own Middle West. What does explain it is farm prosperity and the distrust of the warm, sentient average man for the man—or the party—of calculation.

No Republican Issues

The Republican failure to make issues, not too short-sighted in September, became fatal as Truman made an issue of practically everything from the failure of the Republicans to support rural electrification to the lack of storage facilities for Midwest corn. Before labor audiences Truman attacked the Taft-Hartley Act; before Westerners he said, in effect, "Dewey's an Easterner; he doesn't care about you." Farmers went home from Truman rallies thinking that Harry was a better bet to keep price supports high; housewives listened to him and thought he was their man for getting retail grocery prices down.

The human response to all this was very much like the response when a selling-plater nag begins to breathe hotly on the neck of a Citation. People get excited when a 15-to-1 shot makes a race of it. And when the 15-to-1 shot pays off the feeling of good-natured release affects even those who have inner feelings of deep dismay. In addition to the gala spirit induced by the underdog's victory, there is the general feeling that the discomfort of the professional pollsters somehow indicates a victory for the unpredictable human spirit. If Harry Truman can come up with the political solutions needed to preserve this feeling he will have a great four years. In his coming adventure as a president in his own right we wish him well.

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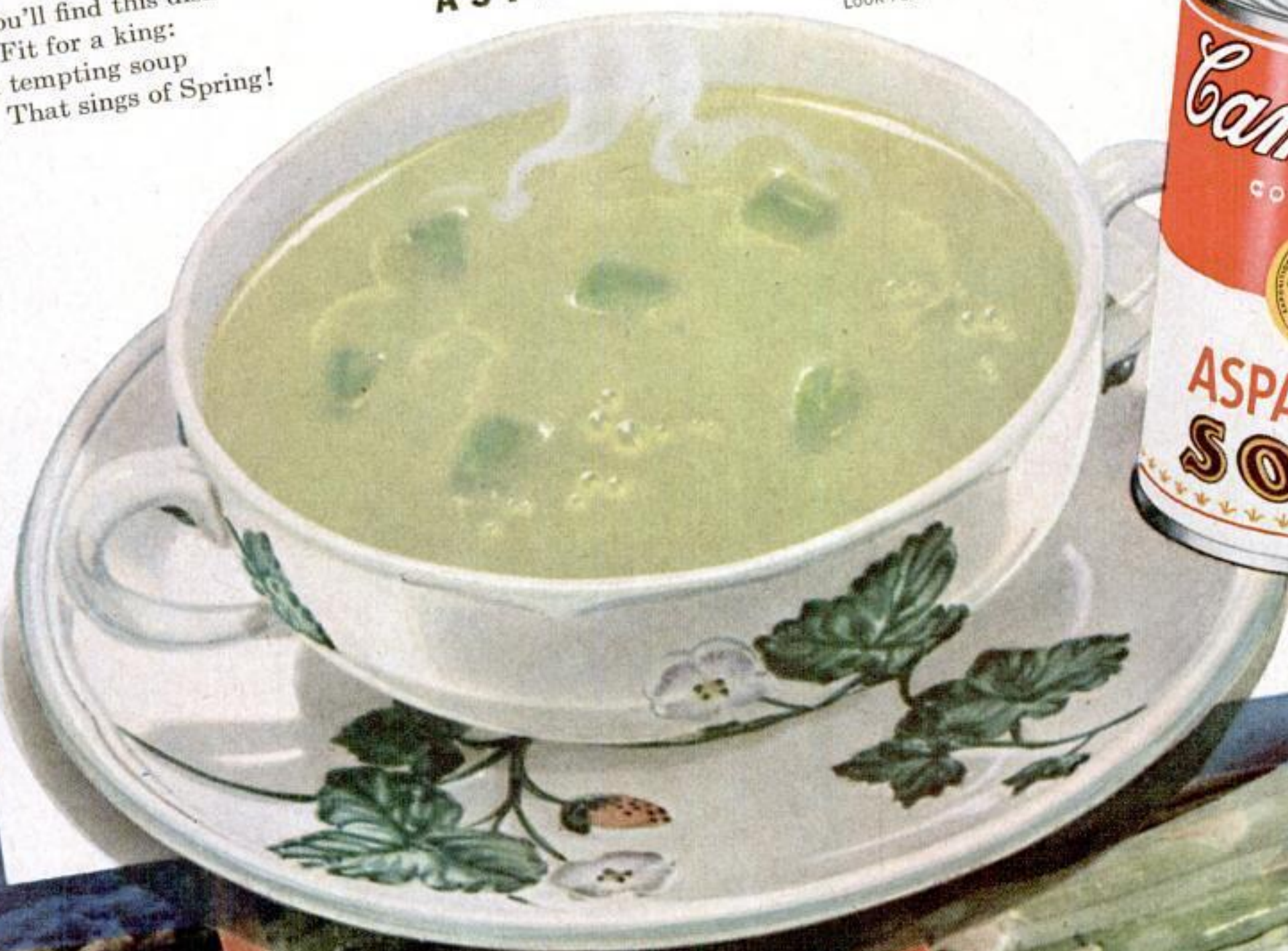
You owe it to your appetite to sit down soon to a fragrant plate of Campbell's Asparagus Soup. You'll find it ideal for lunches, yours and the children's... perfect too, for family suppers—a rich, delicious, heart-warming soup you'll serve again and again. Prepare it with milk, perhaps, as an extra-nourishing cream of asparagus.



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A tempting soup
That sings of Spring!

Campbell's
ASPARAGUS SOUP

LOOK FOR THE RED-AND-WHITE LABEL



Actual color photograph of fresh asparagus as used in making Campbell's Asparagus Soup.

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independent action, conform to the sleeper's body—cradle you in luxury from head to toe! Price: \$59.50. *Suggestion:* Add a Beautyrest box spring to match. Same price. See them both at your furniture and department stores.

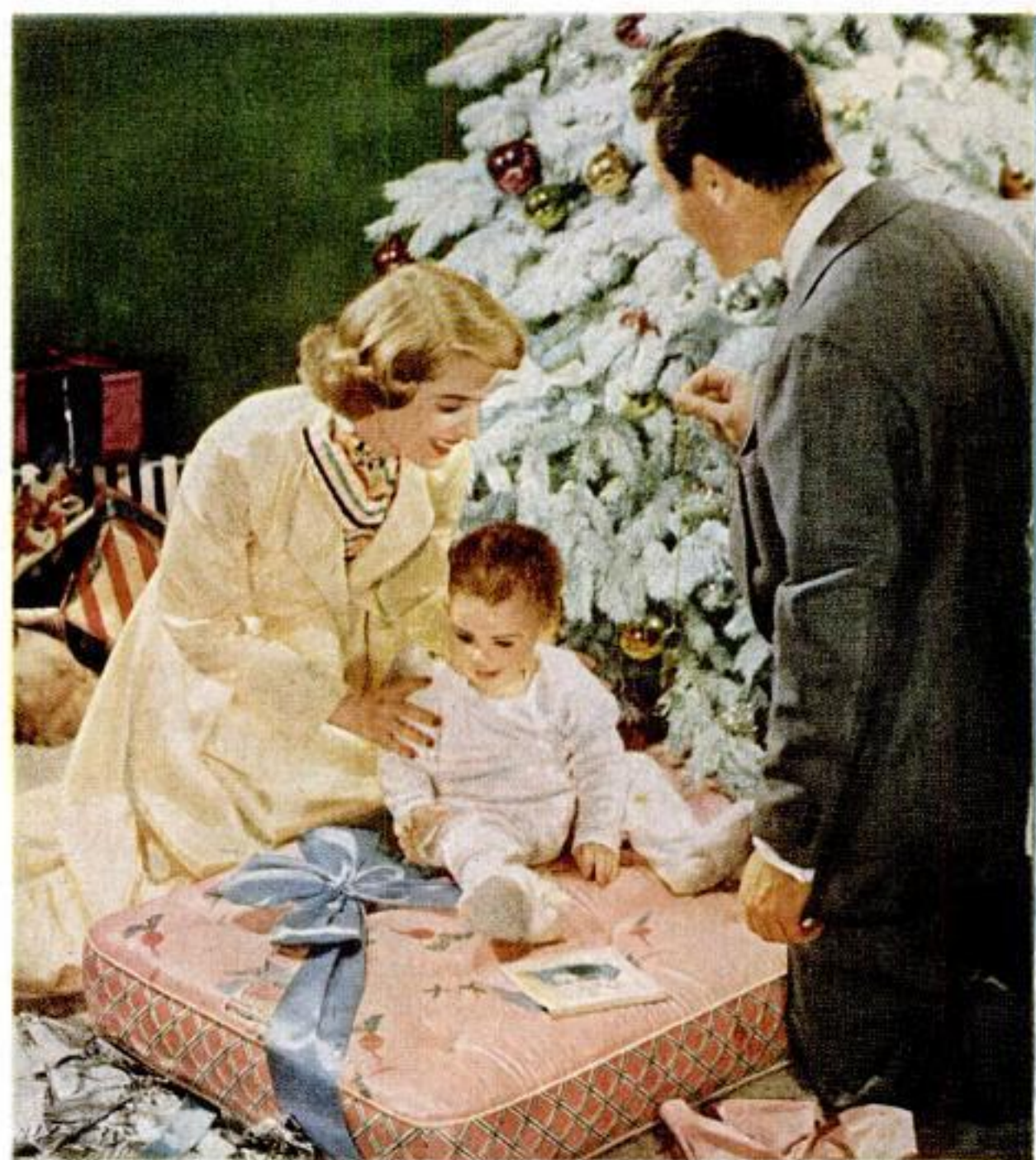


Give Hide-A-Bed, made only by Simmons! Solve somebody's space problem with this luxurious sofa bed. By day, it's a beautiful, decorator-styled sofa. By night, it becomes a big, *double-bed*—with a genuine *full-size*, *full-thickness* Simmons innerspring mattress inside

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Baby in the house? Give Babybeauty, made only by Simmons! It's the crib mattress picked by 9 out of 12 pediatricians as *best* for firmness, *best* for comfort! Firmness proved, by Test No. 72460 of the United States Testing Company, Inc. Laboratories. It's *firmness* baby needs to help strengthen his back, and Babybeauty has it! Price: \$16.75†

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Simmons Electronic Blanket—the blanket with the unexcelled *electronic* control. You choose the warmth you want, and the Electronic Blanket adjusts itself automatically during the night! Light-as-a-feather. Washes beautifully! *Health note:* The Simmons Electronic Blanket is an amazing new defense against the common cold! Price: \$39.50, plus Fed. Excise tax. A choice of 5 lovely pastel shades, at department or furnishings stores.

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sliced and sugared ten minutes ago!



Go ahead—make a peach-pig of yourself!

Everybody does when he meets up with Birds Eye Peaches.

They're so rich, so ripe and juicy, so *orchard-fresh!*

You see, Birds Eye *quick-freezes* in all the wondrous goodness of super peaches . . . all the sunny flavor of peaches *perfectly tree-ripened*.

Every slice of Birds Eye Peaches is a sweet

slice of summer. And you can enjoy this summer treat every day of the year!

So whip together a Birds Eye Peach Shortcake for tonight. Birds Eye Peaches come peeled, sliced, sweetened, *work-free, waste-free!*

Try 'em with breakfast cereal, too. Or float 'em in custard for lunch. Serve 'em as they come—*often*. If they aren't the best peach-eating you ever ate, your money back!

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Now at the lowest price in years at all Birds Eye dealers!



AT YOSU IN THE U.S. ZONE, WHERE KOREA'S REBELLION BEGAN ON OCT. 19, LOYAL TROOPS FLUSH OUT COMMUNISTS FOR TRIAL AFTER RETAKING THE CITY

REVOLT IN KOREA

A NEW COMMUNIST UPRISING TURNS MEN INTO BUTCHERS

PHOTOGRAPHS FOR LIFE BY CARL MYDANS

Sooner or later the cold war in Korea was sure to turn hot, and so it did in late October on a signal from the Soviets. The reasons were well known: Korea had been split between U.S. and Soviet control at Yalta, and the Soviets obstructed all later efforts to unite it, preferring to establish a Communist "people's republic" in North Korea and equip it for civil war which would make all Korea Red. The urgency increased in August when the U.S. gave South Korea a government under President Syngman Rhee. When the Red rebellion came, it splattered blood across the new southern nation.

It began on the cool night of Oct. 19 while the Moscow radio trumpeted

the news that Soviet troops were leaving Korea. Simultaneously a Red cell of 40 soldiers in a regiment of the American-trained Korean national army at the southern port of Yosŭ killed the regimental officers, gathered the entire regiment in revolt, murdered the local police and quickly captured both Yosŭ and the city of Suncheon 25 miles to the north. There the rebels, still in American Army uniforms, and followers raised the flag of the North Korean People's Republic, and for a few bloody days ruled a small chunk of Rhee's south. Before they melted into the hills, at least temporarily repulsed by loyal troops, LIFE's Carl Mydans was on the scene with a camera to record the brutal consequences.



DEAD REBELS, their bodies dotted with bullet holes, lie beside a school ground at Sunchon. Other rebels in army uniform (*below*) are hauled away tightly trussed in army trucks, after their capture by loyal army forces, for trial by a Korean military tribunal.



TWO OF SUNCHON'S BEREAVED WOMEN MOURN A LOYAL KOREAN WHO FELL

HOW DEATH CAME TWICE

At Sunchon, which means "Peaceful Heaven," the rebellion's Red leaders opened the city jail and let political prisoners lead them through the city from house to house pointing out enemies for revenge. With this help the rebels had slaughtered about 500 civilians and 100 police before the Korean national army retook Sunchon (pop. 60,000) on Oct. 23. Then it was the government's turn, and LIFE's Carl Mydans watched with horror as the process of retribution began again. He cabled:

"Now the national army, aided by a few police who had fled to the hills and come back, repaid brutality with brutality. We watched from the sidelines of a huge playground with the women and children of Sunchon while all of their men and boys were screened for loyalty. Four young men stripped to their shorts were on their knees begging. One had his hands up in a symbol of prayer. Suddenly these suppliant hands were crushed into his mouth and nose as a rifle butt smashed out his teeth.

"Behind them stood two men with clubs. They beat the kneeling group over heads and backs until the beaters, grinning, had to pause for breath. A policeman wearing black glasses and a Japanese helmet danced madly before the



BEFORE A REBEL SLAUGHTER SQUAD AS THE REBELLION BEGAN. AN AMERICAN ADVISER, LIEUT. RALPH BLISS, LOOKS ON SILENTLY WHERE NO ADVICE WILL HELP

TO "PEACEFUL HEAVEN"

victims. Uttering staccato barks, he alternately spun his carbine butt forward and smashed a kneeling man in the face, then twirled the gun muzzle downward and feigned shooting. Finally, without missing a stroke, he charged like a goat, helmet lowered, and smashed the steel hat into the begging victim's head.

"We drove through the city—empty except for bodies—and here we saw the reason for brutal retaliation. Bodies lay just as they had been slain by the rebels—in heaps with hands tied behind backs. In the police compound there were two heaps: 87 corpses, some of them civilian, some police. We found others near the river, tumbled grotesquely down an embankment and on the edges of paddy fields. Some were burned in charred masses on the streets, or lay alone where they had fallen beside looted shops and homes.

"During the first terrible days of Suncheon's blood bath, no relative dared claim a body for fear that doing so would identify the living with the dead and thus bring quick retaliation from either the Communists or the government. Later, when it was safe, women streamed away from the big playground to poke among the heaps of bloated dead—a scene not easy to watch. When they found theirs, they were stoical at first. Then tears came and they were hysterical."



YOSU'S RECAPTURE was achieved on Oct. 27 by loyal troops. Only their white helmet bands differentiated them from the rebels, who also used new American equipment.



A CIVILIAN REBEL holds his bloody head after "questioning" by loyal soldiers who took Sunchon back from the revolting troops. He may get death sentence. Many

Koreans, who traditionally jump at a chance to attack their police and officials, joined the rebels believing Red propaganda that all Korea had fallen to the Communists.

"Darling... Darling



Recognize that bride-y look that Nancy's wearing?

For young people who take pride
in living nicely

1881
ROGERS
SILVERPLATE
by
ONEIDA LTD.
SILVERSMITHS



...we'll be so elegant! That heavenly plant Dad gave us, and our handsome new silverware shimmering all over our table!"

Ever since you were a tyke, you've heard about Oneida and 1881 [®]Rogers [®]—those silverwise old names. Each set's wear-areas are heavily reinforced with solid silver. The more you use it, the lovelier it gets! So start now to give your luxury-loving soul 3-times-a-day pleasure! Ask about an easy-payment plan for the patterns below—and Surf Club* (not shown). 5-piece place setting, \$4.50. Services for 8 from \$39.75. Below: A really complete 64-piece service! Chest included. 16 teaspoons, 8 soup spoons, 8 hollow-handle knives, 8 forks, 8 salad forks, 8 butter spreaders, 2 tablespoons, 1 butter knife, 1 sugar spoon, 1 meat fork, 1 gravy ladle, 2-piece steak set. \$59.75. No federal tax.

*Trade Mark. Copyright, 1948, Oneida, Ltd.



Model 201



Model 212



Model 115



Model 50



Model 62

GE's newest and greatest

G-E Electronic Reproduction for New Long Playing Records

Sensational as the new LP record itself is G-E Electronic LP Reproduction. Up to 45 minutes entertainment on a single record! Beauty of sound never before available to *you!* This great advancement is available even with the lowest priced General Electric consoles. What finer gift for those with a song in their hearts!

NOTHING FINER FROM \$119⁹⁵*

G-E Genuine FM Radio—Virtually No Static, Fading, Station Interference

Hear General Electric FM and you'll be spoiled for anything less perfect. See how little it costs and you'll want this finer FM now. Great new G-E table models bring prices way down low, keep performance way up high. In G-E you get the experience of the FM leader. Give General Electric FM, and you give the best.

NOTHING FINER FROM \$59⁹⁵*

You can put your confidence in —

GENERAL  ELECTRIC

170-G11

G-E Daylight Television Brightest Picture Under The Sun

See it and you'll be amazed that television entertainment can be so *daylight* bright, so *daylight* sharp, so *daylight* clear. Yes, G-E Daylight Television is different. You must see to believe. For the brightest present under the family tree, choose a low-priced G-E television table model or a complete G-E entertainment center including AM-FM radio and automatic phonograph.

NOTHING FINER FROM \$325⁰⁰*

OTHER MODELS FROM \$199⁵*

Make your Gift Selections here

- ☐ Model 201—Deluxe table radio in gleaming ivory plastic.
- ☐ Model 212—FM-AM table radio. Lovely modern walnut cabinet.
- ☐ Model 115—Wonderful "buy!" Table radio in rosewood or ivory plastic.
- ☐ Model 50—"Wake-Up-To-Music" Clock Radio in stunning rosewood plastic.
- ☐ Model 62—Deluxe "superhet" Clock-Radio. Beautiful ivory plastic cabinet.
- ☐ Model 145—3-way Personal Portable. Little 'n light, powerful 'n pretty!
- ☐ Model 150—3-way Portable: AC, DC, batteries. Maroon plastic cabinet.
- ☐ Model 160—Self-charging Portable! Lightweight, sturdy plastic cabinet.
- ☐ Model 118—Automatic table radio-phonograph veneered in genuine mahogany.
- ☐ Model 840—Complete entertainment center! G-E Daylight Television, standard radio, FM radio and superb automatic phonograph.
- ☐ Model 810—G-E Daylight Television! 52 sq. inch picture—all U. S. television channels.
- ☐ Model 119B—Automatic radio-phonograph console. G-E Electronic LP Record Player available at slight extra charge.
- ☐ Model 376—FM-AM radio console with both automatic standard phonograph and G-E electronic LP record player.
- ☐ Model 378—Period-style console—FM-AM radio, with both automatic phonograph and G-E electronic LP record player.

*Western prices slightly higher.
Prices subject to change without notice.



Model 840

★ Designs for ★ Giving ★



Wonderful Gifts for Everyone

EVERYTHING that's new and great in electronic entertainment is yours at your nearest G-E dealer's . . . The finest in automatic radio-phonographs for both kinds of records, all with the famous G-E Electronic Reproducer . . . Brilliant AM-FM radios in styles for every room, for everyone . . . "Wake-Up-To-Music" Clock-Radios . . . Smart portables . . . For the luckiest person you know there's G-E Daylight Television that beats everything in sight . . . Performance-engineered by General Electric at Electronics Park. You can put your confidence in General Electric for the merriest Christmas gifts of the year.

General Electric Company, Syracuse, N. Y.

Tune in General Electric House Party with Art Linkletter, weekday afternoons on CBS, and the Fred Waring Show, Thursday nights on NBC.

Model 377 illustrated above



Model 145



Model 150



Model 160



Model 118



Model 810



Model 119B



Model 376



Model 378

LOOK → 1 LB. BEEF-6 BIG SERVINGS



1. Here you are, making Hamburger-Rice Pie. First, mix the flavorful meat "pie crust" according to the recipe. Only one pound of meat! And Hunt's Tomato Sauce costs but a few cents a can! Then —



2. Press the meat into the pan. It will be *extra* delicious, with the all-tomato goodness of Hunt's Tomato Sauce. Now, prepare the —



3. Rice filling. Mix and place in meat shell. And your masterpiece is ready for the oven. Hamburger-Rice Pie is really easy to make. Below, it's pictured —



4. Ready to serve! And wait till the family tastes it! Tell Pop you've discovered the *low-cost* way of buying tomatoes for cooking — Hunt's Tomato Sauce.

WHY, IT TAKES more than four tomatoes to make one can. Yet it costs you but a few cents! And Hunt's is already kettle-simmered for you. Ready to use.

So, use Hunt's Tomato Sauce to flavor up dozens of your low-cost dishes. Spaghetti, meat loaf, hash, vegetables, eggs. Soups, gravies, leftovers.

Ask your grocer for the Hunt red label!

Hamburger-Rice Pie

1 lb. ground beef
 ½ cup fine dry bread
 ¼ cup chopped onion
 ¼ cup chopped green pepper
 1½ tsp. salt ¼ tsp. pepper
 2 cans Hunt's Tomato Sauce
 3 cups cooked rice
 ½ cup grated American cheese, if desired

Mix beef, bread crumbs, onion, green pepper, seasonings, and ½ can Hunt's Tomato Sauce. Spread in greased 9-inch pie pan, pushing mixture in sides of pan to form an edge. Mix rice, cheese, and remaining sauce. Place in meat shell. Bake in moderate oven (350°F) 30-35 minutes or until meat is done. Cut into pie-shaped pieces. Makes 6 servings.

Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products Hunt Foods, Inc., Los Angeles, Calif.



← The low-cost way
 to buy tomatoes
 for cooking →



YOUNG DESIGNER Charles H. Kaman, 29, sits in the cockpit, rotor blades with flap controls appearing above his head. These simple flaps replace complicated mechanism used to control conventional helicopters.

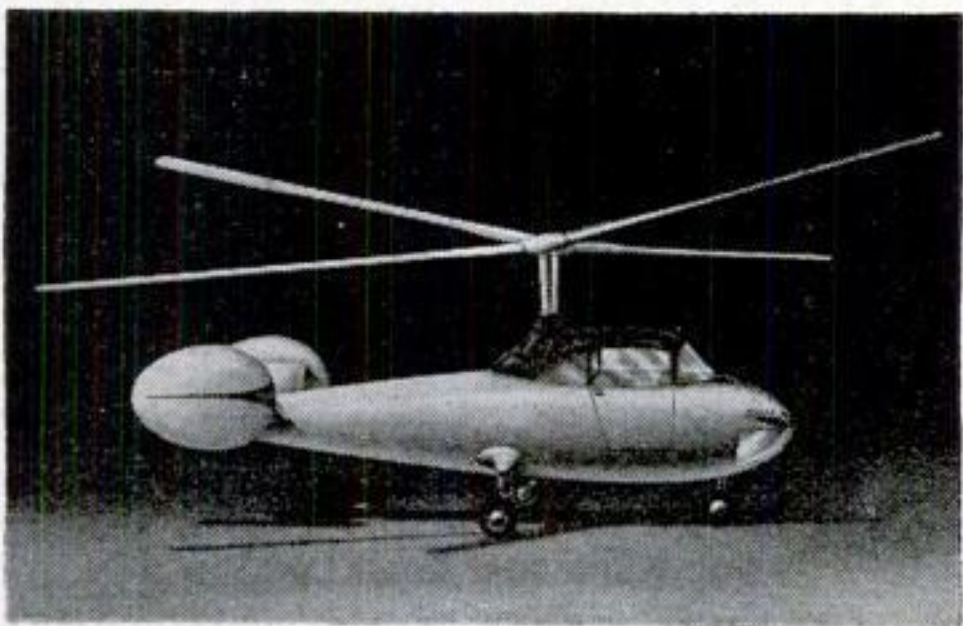
THE K-190

New helicopter is maneuverable, safe and a perfect cinch to fly

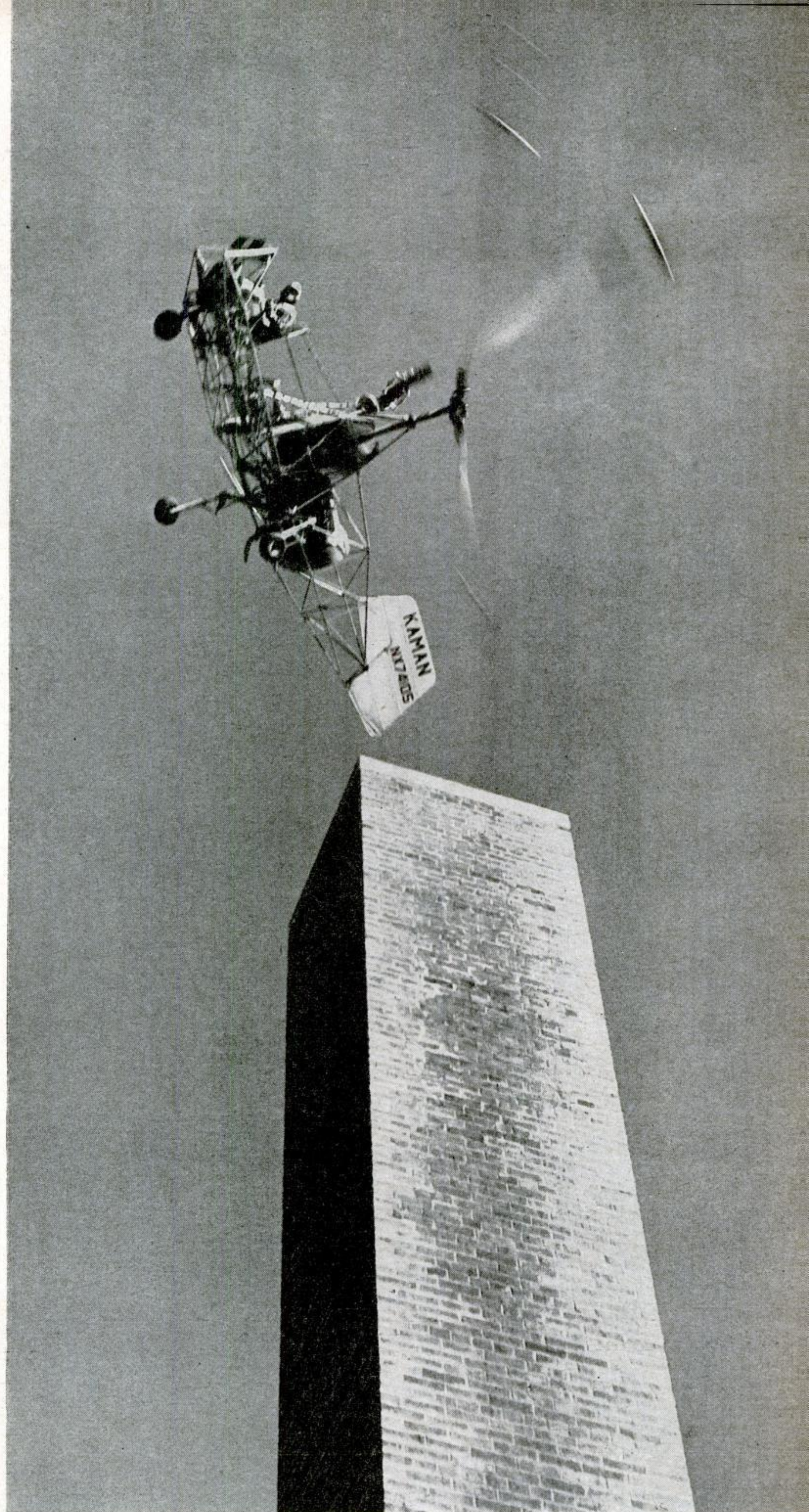
The new helicopter banking dizzily around the chimney in the picture at right is so easy to handle that an average U.S. housewife can be taught to fly it alone in less than one hour (p. 66). After only a few additional hours of instruction she can operate it safely from her own backyard.

Called the K-190 by its makers, the Kaman Aircraft Corporation of Windsor Locks, Conn., it is lifted by two intermeshing rotors which revolve in opposite directions like the blades of an egg beater. There is no complex mechanism like that which controls the blades and flight of a conventional helicopter. Instead small flaps near the tip of each rotor blade are used to twist these blades to send the ship forward, backward, up or down.

Pilots say the K-190 is the most maneuverable multiplace helicopter ever designed. It is also one of the cheapest to build. In 1949 about 20 K-190s will be produced for agricultural and industrial use at \$25,000 each. In 1950 the company hopes to cut this price in half. Eventually, made in quantity for private use (*below*), they may sell for \$5,000.



FUTURE MODEL of K-190 will be dressed up like this for the private market and may cost as little as \$5,000 when in mass production. But today's buyer will have to settle for models like one shown at right.



BANKING AT 80°, the K-190 helicopter executes a breathtakingly sharp pull-up around a brick chimney. Steep banks of this sort are more difficult and riskier in ordinary helicopters. The K-190 has a top speed

of 85 mph and a cruising speed of 75 mph. It can go as high as 11,000 feet. Powered with a 190-hp engine, it will go about 8 miles per gallon of gasoline and can stay in the air for 2½ hours before landing to refuel.



BETTIE CROMBIE,
Adorable Cover Girl,
SAYS

Beauty is My Business

—and SweetHeart Beauty Baths Keep
My Skin Looking Smooth and Young
... Help Prevent Chapping, Too!



• "I can't afford to let rough, chapped skin cheat me of posing jobs. So I changed from casual skin care to SweetHeart beauty baths. They help prevent chapping," says Bettie. "And the difference they made was something to see! For in just one week my skin looked more radiantly lovely—yes, so much younger, softer, and smoother."

You, too, can make this beauty discovery. *This time next week you can have a lovelier complexion—more radiant skin.* Simply change today to SweetHeart's

wonderfully refreshing beauty baths.

Bathe every day with SweetHeart Soap's creamy, billowing lather that has a remarkable *Floating Lift*. Countless bubbles bathe the outer pore openings. *Lift off—float away—dirt and dry skin flakes.* In seven short days you'll see thrilling, new loveliness!

Yes, *this time next week your skin can look softer, smoother, younger.* Today start beauty baths with pure, mild, fragrant SweetHeart Soap. For economy, get the new, large bath size.



THIS TIME NEXT WEEK YOUR SKIN CAN LOOK SOFTER, YOUNGER!

• Change from casual care to SweetHeart Beauty Care today. Each night ... each morning ... massage your face with SweetHeart's rich, abundant lather. Rinse with warm water—then cold. Your skin is cleansed ... stimulated ... radiant. In just one week see the amazing difference! For SweetHeart Care makes your skin look softer ... smoother ... younger—helps prevent chapping, too.



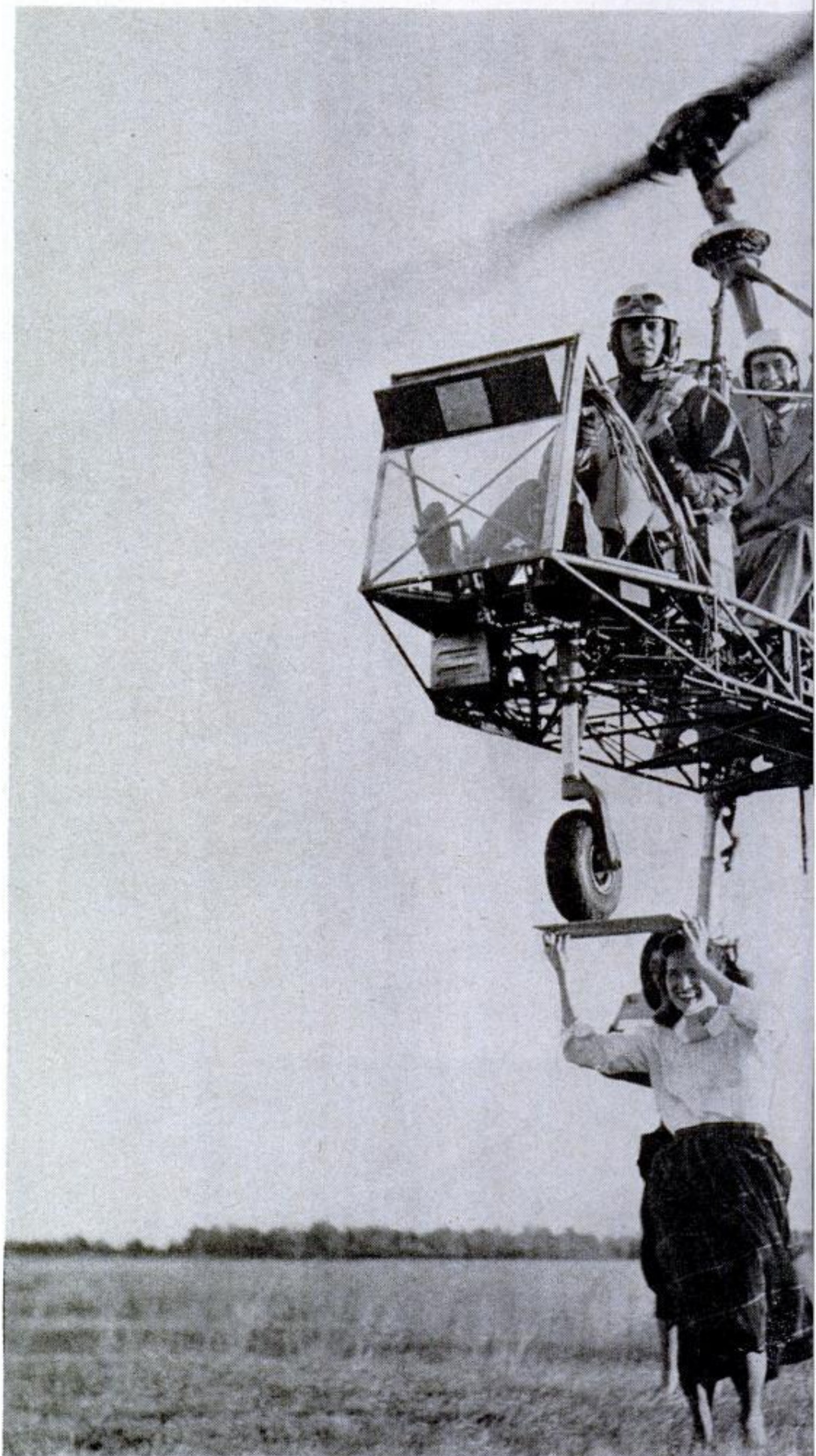
SWEETHEART

The Soap that AGREES with Your Skin

• For luxurious beauty baths, get SweetHeart Soap in the new, large bath size.



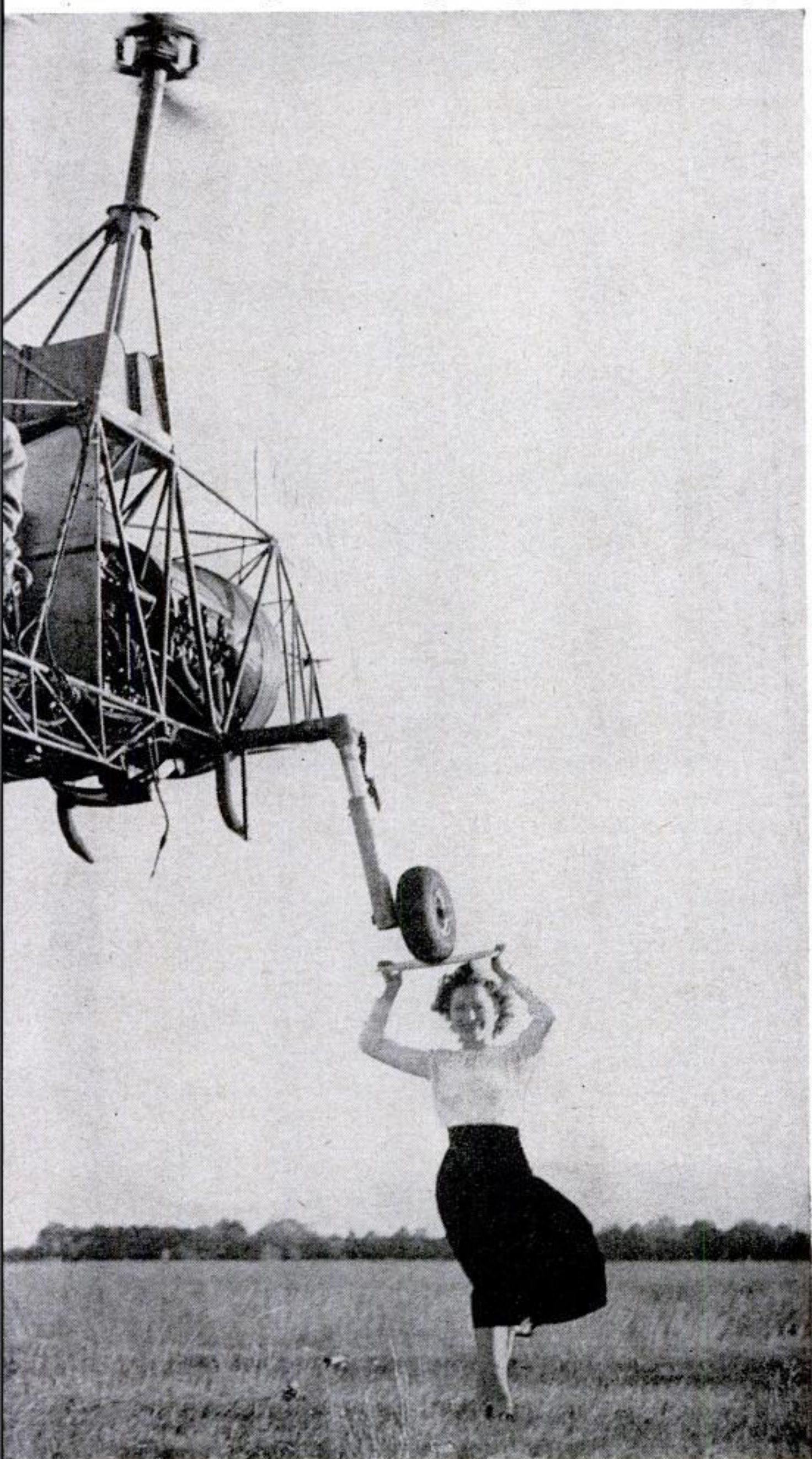
THREE-POINT LANDING on heads of three girls holding plywood squares is tried out in order to demonstrate safety and maneuverability of the K-190.



HELICOPTER GENTLY TOUCHES plywood squares but keeps rotors going to keep most of its weight off the girls. Test Pilot William Murray is at



DIRECTLY OVER GIRLS, helicopter is eased slowly down. Girl in front is Helen Kaman, designer's wife. The girl at right is Ann Griffin (next page).



the controls in the front seat. Designer Charles H. Kaman is in the rear. Kaman can fly his own helicopter but has never flown a conventional airplane.

CONTINUED ON NEXT PAGE

*Now! A lasting wave
...like naturally curly hair!*

"My
Portrait
wave is really
different!" says

Florence Sweeney,
Charm School Instructor,
of Woodbury, N.J.

"I bless the day
I tried this wonderful
home permanent. My lovely
Portrait wave is so soft,
so natural! And those deep,
springy curls are so easy
to manage!"



Enjoy **THIS LOVELIER, SOFTER WAVE**

FOR YOUR *first* HOME PERMANENT

Make the *first* the *best* . . . get the complete Portrait kit with exclusive Twin-Grip curlers! This new kind of curler grips hair tips so firmly that you can wind evenly, smoothly. Even back curls are easy!

NOW! Get the complete Portrait kit, with exclusive Twin-Grip curlers, extra-mild wave lotion, end tissues, and neutralizer — ONLY \$2.00 plus 7¢ tax. Ask for Portrait today!

FOR YOUR *next* HOME PERMANENT

Make it the loveliest ever—get a Portrait refill! For Portrait's extra-mild lotion gently coaxes a lovely natural curl into your hair. A wave that's in to stay . . . and so wonderfully easy to manage.

A Portrait refill works with any plastic curlers. It costs only \$1.00 plus tax and contains Portrait's extra-mild wave lotion, end tissues, and neutralizer.



Portrait

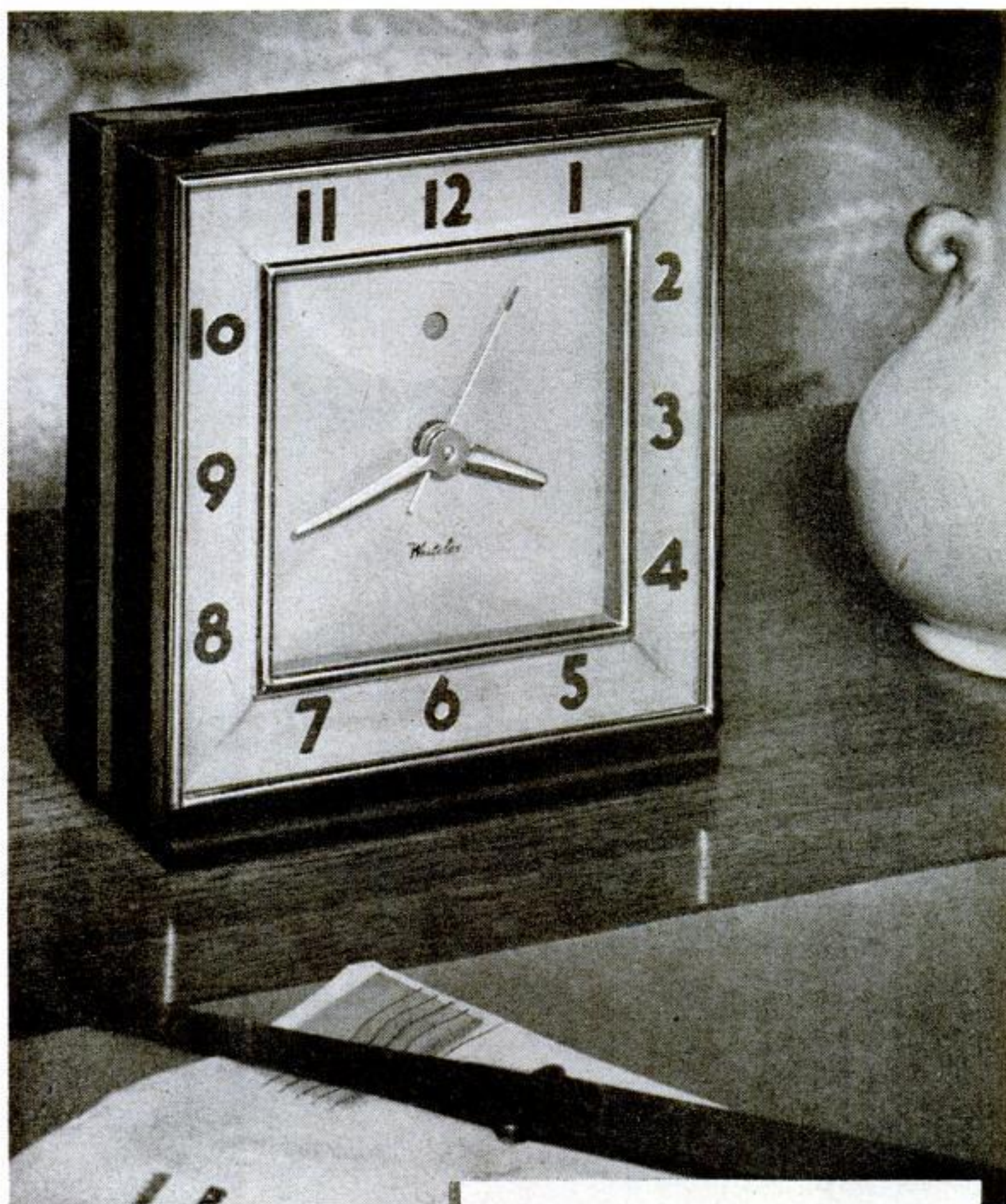
TRADE-MARK

A PRODUCT OF LEHN & FINK

**HOME
PERMANENT**



Do you enjoy looking at friendly, good-looking faces? Then you'll like having the new Ardmore electric clock in your home. For Ardmore is one of the most exquisite electric time clocks that Westclox has ever made. And the beauty of this fine clock goes all the way through...the beauty of Westclox dependability!



Today's Westclox are the finest we've ever made

ARDMORE ELECTRIC time clock. Newest member of the Westclox family of electric and spring-wound clocks—and one of the most handsome! At home in the best appointed rooms. Lustrous brown plastic case. Numerals carved from underside of the dial give a striking three-dimensional effect. Gold color hands and trim. Ardmore is \$8.95.

price quoted does not include tax and is subject to change

*Trade-mark Reg. U. S. Pat. Off.

WESTCLOX*

Electrics

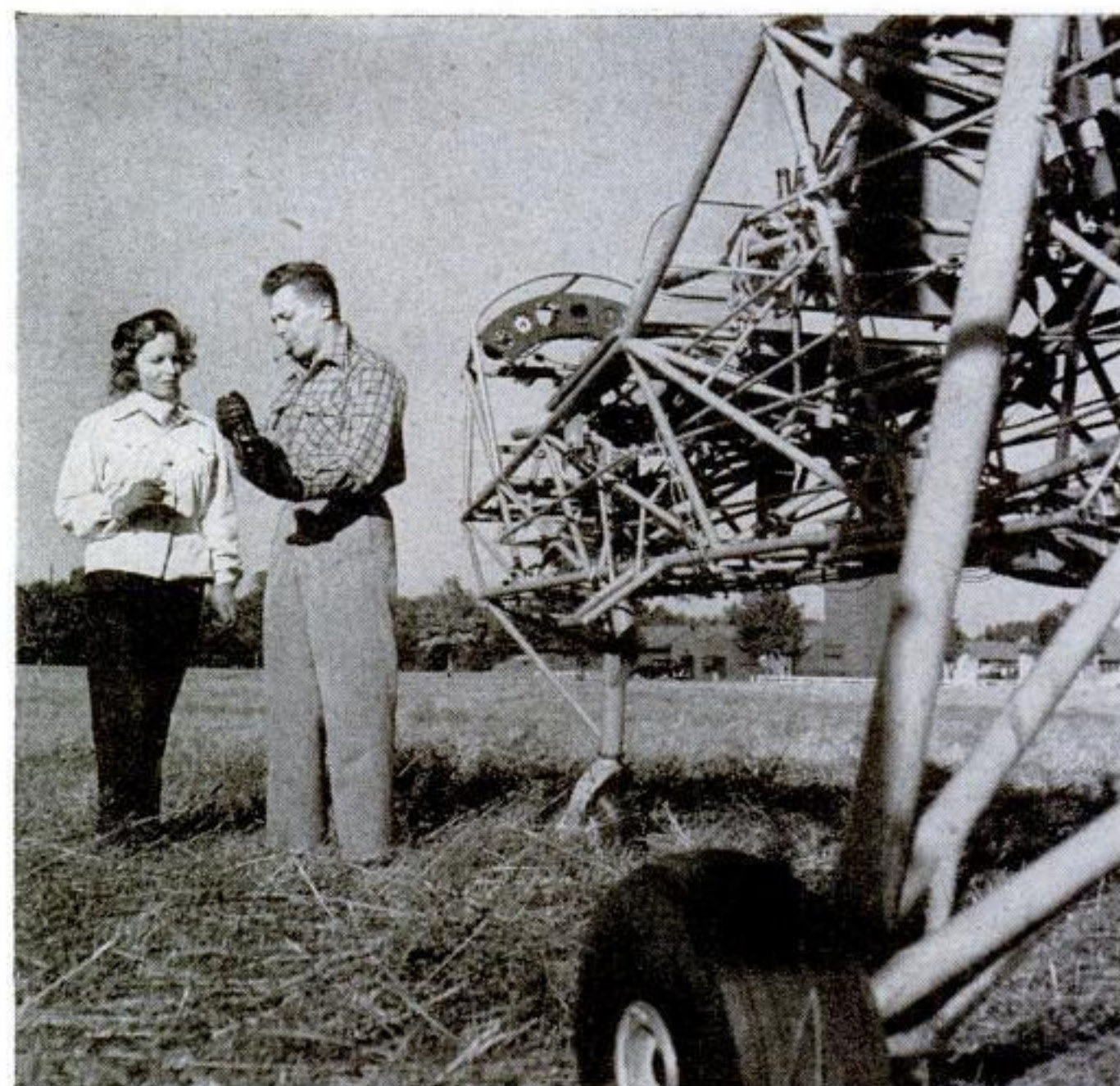
MADE BY THE MAKERS OF BIG BEN

Products of GENERAL TIME Instruments Corp



The K-190 CONTINUED

HOUSEWIFE FLIES IN 36 MINUTES



LESSON STARTS as the instructor shows Ann Griffin, young housewife of Simsbury, Conn., how to handle controls before taking her up for first flight.



FIRST SOLO comes after only 36 minutes of instruction in the air. Here Ann Griffin hovers safely and easily in the helicopter at 50 feet above ground.

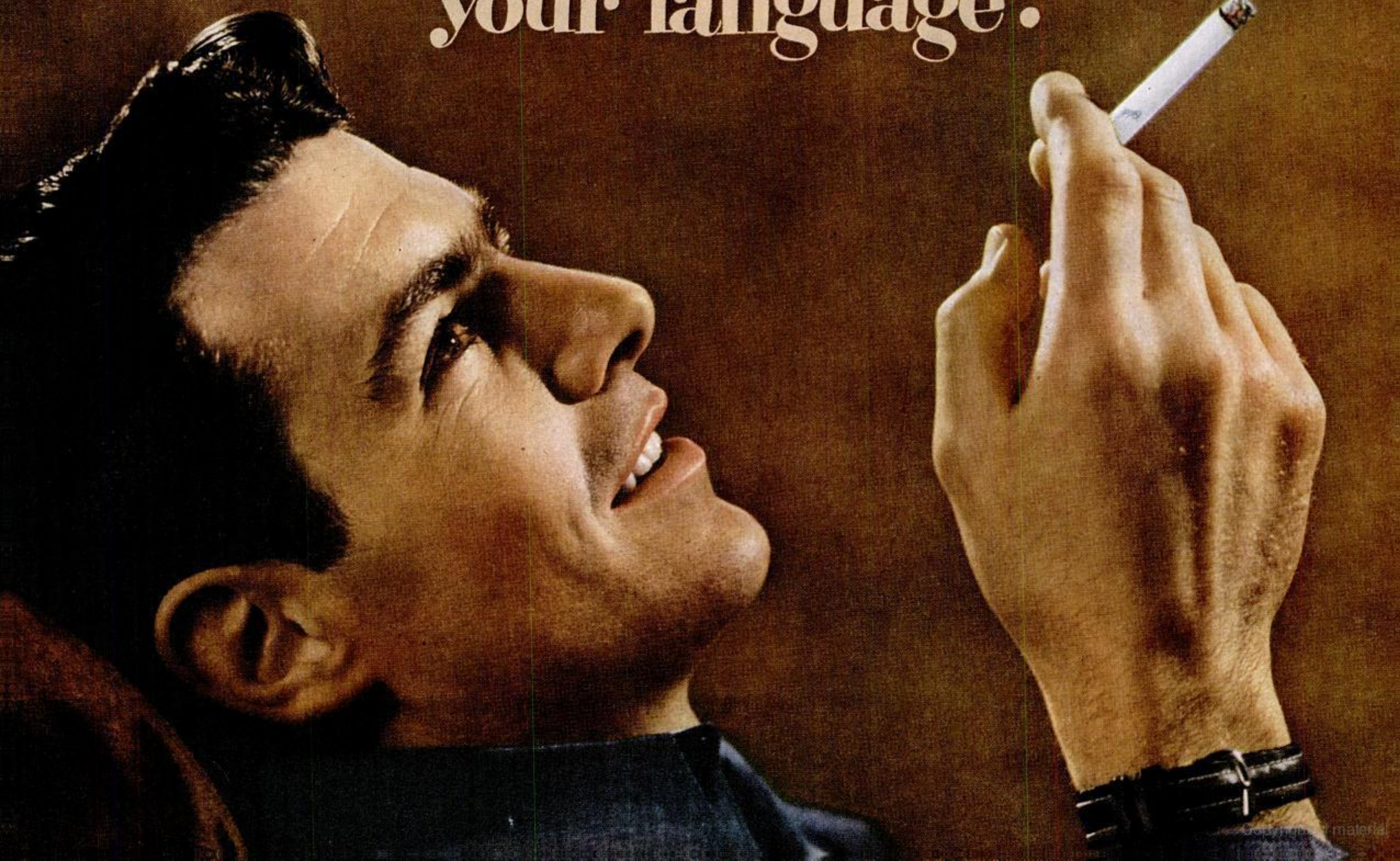


FIRST LANDING after 10-minute solo flight is smooth. Instructor Murray (left) watches. With a few more lessons Ann will be able to make trips in it.

For a Treat
instead of a Treatment
treat yourself to
OLD GOLDS



Talk about Smoking Pleasure—
and **Old Gold** speaks
your language!



210 x 78 x 62!



THAT'S NASH!

You'll say it's the biggest—the longest—the lowest and most rakish one you've seen—

Just *look* at a new Nash *Airflyte*!

Nearly eighteen feet long, over 6½ feet wide—one sweep of racing curves from bullet nose to tear-drop back.

That's Nash. *That's the Airflyte!*

Here is the car interior with far more room than standard, curved like an air-liner's lounge, safety engineered, rid of senseless ornamentation. You've never seen such room!

Around you—one breath-taking sweep of curved windshield—no center-post in the way! All your instrument dials near eye level. The world's first car with Uniscope and Cockpit Control—

That's Nash. *That's the Airflyte!*

World's first car with Uniflo-Jet carburetion . . . last word in fuel efficiency.

Economy of *more than* 25 miles to the gallon at average highway speed . . . in the big, beautiful Nash "600."

World's first car Girder-built with Unitized body-and-frame—one super-safe welded unit that's lastingly free of rattles and squeaks.

World's first car with *Twin Beds*, for quick day-napping, or all-night comfort.

A new lower center of gravity—and coil springs on all four wheels—for a ride that's incredible . . .

Weather Eye Conditioned Air System for all year 'round automatic heat and ventilation . . .

That's Nash. That's the Airflyte!

A new word—for the softest, smoothest, swiftest travel man ever experienced in an automobile—

Airflyte!

It's here—it's now—it's at your Nash dealer's today.

Go see it!




***On Display throughout America . . .
the Nash Airflyte comes in two
great series . . . the Nash "600"
in the lower-price field, the Nash
Ambassador in the medium-price field.
Designed, Engineered and Built
with the Touch of Tomorrow.***

Nash
Airflyte

GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit



Mr. and Mrs. Gary Cooper
*Enjoying a Holiday at Trail Creek Cabin
 Sun Valley, Idaho*

VACATION for GARY COOPER . . . and You?

WHETHER you slip away to Sun Valley for a Holiday-on-Skis—like Mr. and Mrs. Gary Cooper—or enjoy winter sports at home—you'll find Pabst Blue Ribbon is always a pleasant, friendly companion.

That ever-faithful, *real beer flavor* you enjoy in Pabst Blue Ribbon

was achieved by 104 years of pioneering in the *Art of Brewing*... and the *Science of Blending*.

By tasting, by comparing, you will understand why millions the world over have settled down to the real beer enjoyment that comes only with blended, splendid Pabst Blue Ribbon.

Pabst
Blue Ribbon



33 FINE BREWS BLENDED INTO ONE GREAT BEER

Pabst, Blue Ribbon, and the representation of a blue ribbon, are the registered trade-marks of Pabst Brewing Company. Copr. 1948, Pabst Brewing Co., Milwaukee, Wisconsin



HIS BIRTHPLACE still stands at 33 Synge Street in old Dublin.

GEORGE BERNARD SHAW



HIS MOTHER, photographed by him late in life, died in 1913.

A new album of old pictures records the career and friendships of G.B.S.

"Look at the images," wrote the compiler of *Bernard Shaw Through the Camera*, a new collection of pictures of, by and about G.B.S., reproduced in part on this and the next page. "Every one is different, but it is always the same Shaw. . . ." And indeed the magnificent ancient who works and putters away his days at Ayot St. Lawrence, a tiny village 30 miles northeast of London, is still much "the same Shaw" who shook and shaped the minds of two generations. Nowadays his legs are shaky, his body is frail. But his mind is keen, his energies are phenomenal, and he daily works on his 52nd play, some autobiographical sketches and the prodigious correspondence which over the years has totaled more than a million letters and postcards.

His letters and frequent public expressions vary with his mood: one day he is "just a has-been," on another he is warning a critical British politician that "my fans and disciples are so numerous that a claim on his part to be anti-Shavian or even un-Shavian will date him in the 19th Century and cost him many votes." He lives and labors in the zealous care of a German expatriate, Frederick E. Loewenstein, who compiled these pictures and since 1933 has been Shaw's watchdog and bibliographer. For the story of an American college girl who not only circumvented the vigilant Dr. Loewenstein and crashed the barriers to "the Great Man" himself but also persuaded G. B. S. to discuss her plans for an acting and writing career with her, turn to pages 75 and 76.



THE YOUNG SHAW was never photographed until he was 18. Above at left is his first picture, taken in 1874 when he was working for a Dublin land agent. By 1879 he had moved to London, sprouted a beard and began to write as an art critic. He was pictured in a bathing suit in 1898, the year he married and wrote

Caesar and Cleopatra. In the mid-'80s he fell deeply in love with May Morris (above) and wrote that "a Mystical Betrothal was written in heaven." On earth Shaw's poverty prevented their marriage; May later married and divorced Halliday Sparling, seated above between her and Shaw. Behind is a friend named Emery Walker.



THREE WOMEN dear to Shaw are shown here as he photographed them. He wrote *Pygmalion* for Mrs. Patrick Campbell (left), fell in love with her and recorded that her last letter before she died in 1940 was written to him. In 1898 he married Charlotte Payne-Townshend (center) whom he met at home of Mrs. Sidney

Webb. He wrote voluminously to the beloved Actress Ellen Terry (right), whose correspondence with Shaw was published in 1931. In one of these letters he said of his growing attachment to Charlotte, "We have been joined by an Irish millionairess—I am going to refresh my heart by falling in love with her." Mrs. Shaw died in 1943.



SHAW AND H. G. WELLS met in 1895. Temperamental opposites, their differences almost wrecked the Fabian Society of socialists, which Shaw and the Webbs dominated for many years. Wells quit in 1908.



PHOTOGRAPHER A. L. Coburn fired his interest in the camera which, said Shaw, "has hopelessly beaten the pencil."



SOCIALIST SAINT Keir Hardie (left), thought G.B.S. and his Fabians hopelessly "middle-class." But Pacifist Hardie admired Shaw's manifesto, *Common Sense About War*.



SHAW SAWS WOOD at Ayot on 88th birthday. Miner's cap was worn to shield his head from flying chips.



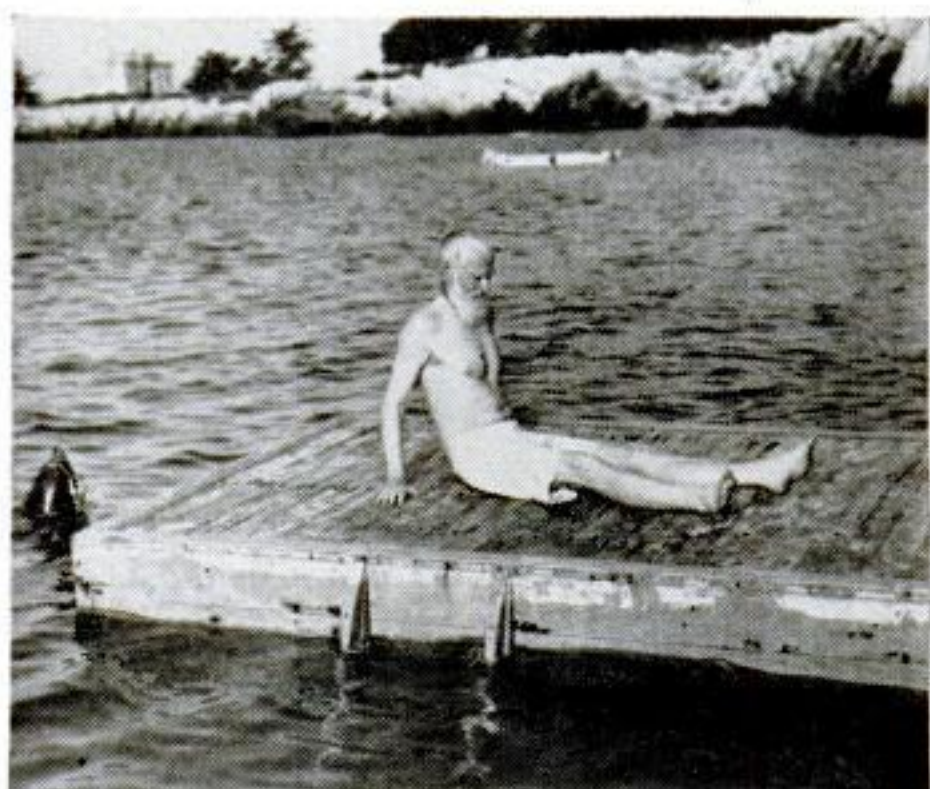
SHAW IN TAILS took Sculptress-Writer Clare Sheridan (left), her daughter and Mr. and Mrs. Clifford Sharp to prewar Russian Embassy party. Sharp edited *The New Statesman* which Shaw helped found in 1913.



CHESTERBELLOC was the playful name G.B.S. gave G.K. Chesterton and Historian Hilaire Belloc (center) in 1929. Belloc refereed a debate between Shaw and Chesterton in which G.B.S. defended socialism.



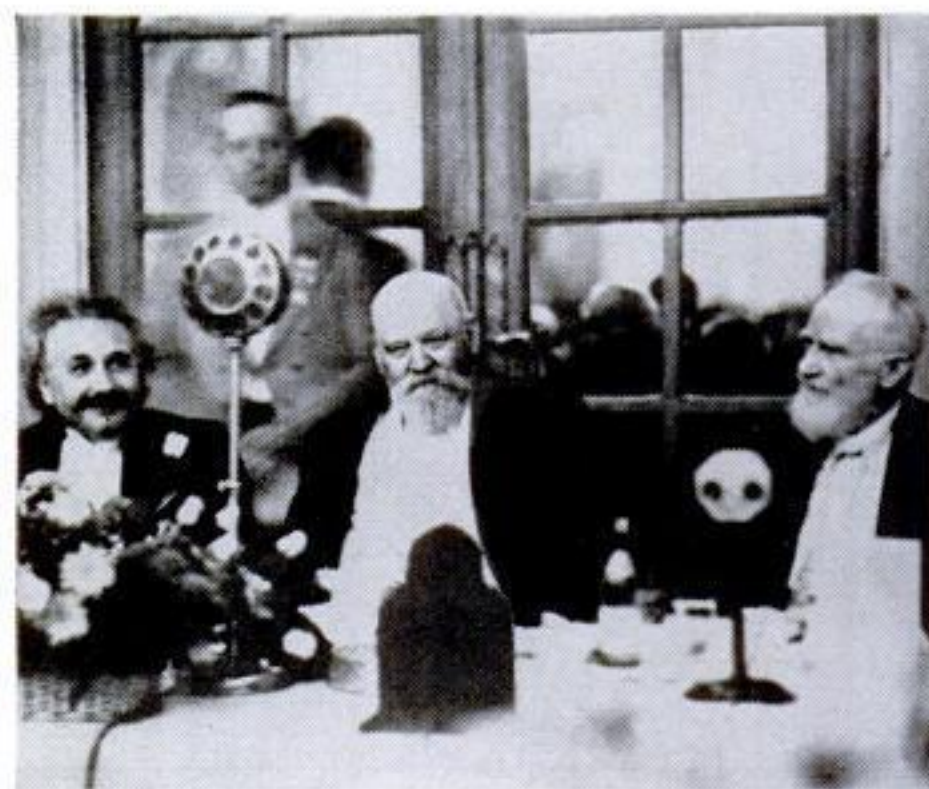
CHARLIE CHAPLIN met Shaw with Lord and Lady Astor (seated behind Shaw) in 1931 at London opening of Chaplin's *City Lights*. Shaw in this period was a great gadabout at the theater, dinners and parties.



SHAW IN THE SUN vacationed with Mrs. Shaw at Cap d'Antibes in 1937. Mrs. Shaw was fond of travel and in her last years accompanied her husband to Moscow, around the world and twice to the Pacific.



WILD-WEST WAGS shown here are the late Lord Howard de Walden, Playwright-Critic William Archer, Sir James Barrie, G.K. Chesterton and Shaw. Their plan actually to act in a western film by Barrie was discarded.



ALBERT EINSTEIN sat with the late Baron Rothschild and Shaw at a luncheon given in London for the scientist in 1930. Shaw proposed the toast to Einstein on this occasion but they were not close friends.



SHAW IN REHEARSAL takes a mock part in his *Androcles and the Lion*, which Actor-Producer Harley Granville-Barker (left) first produced in 1913. The lady is Actress Lillah McCarthy, who created the part of Ann Whitefield in *Man and Superman* and many other Shaw heroines. Shaw loved the theater and its people and found many of his dearest friends among them.



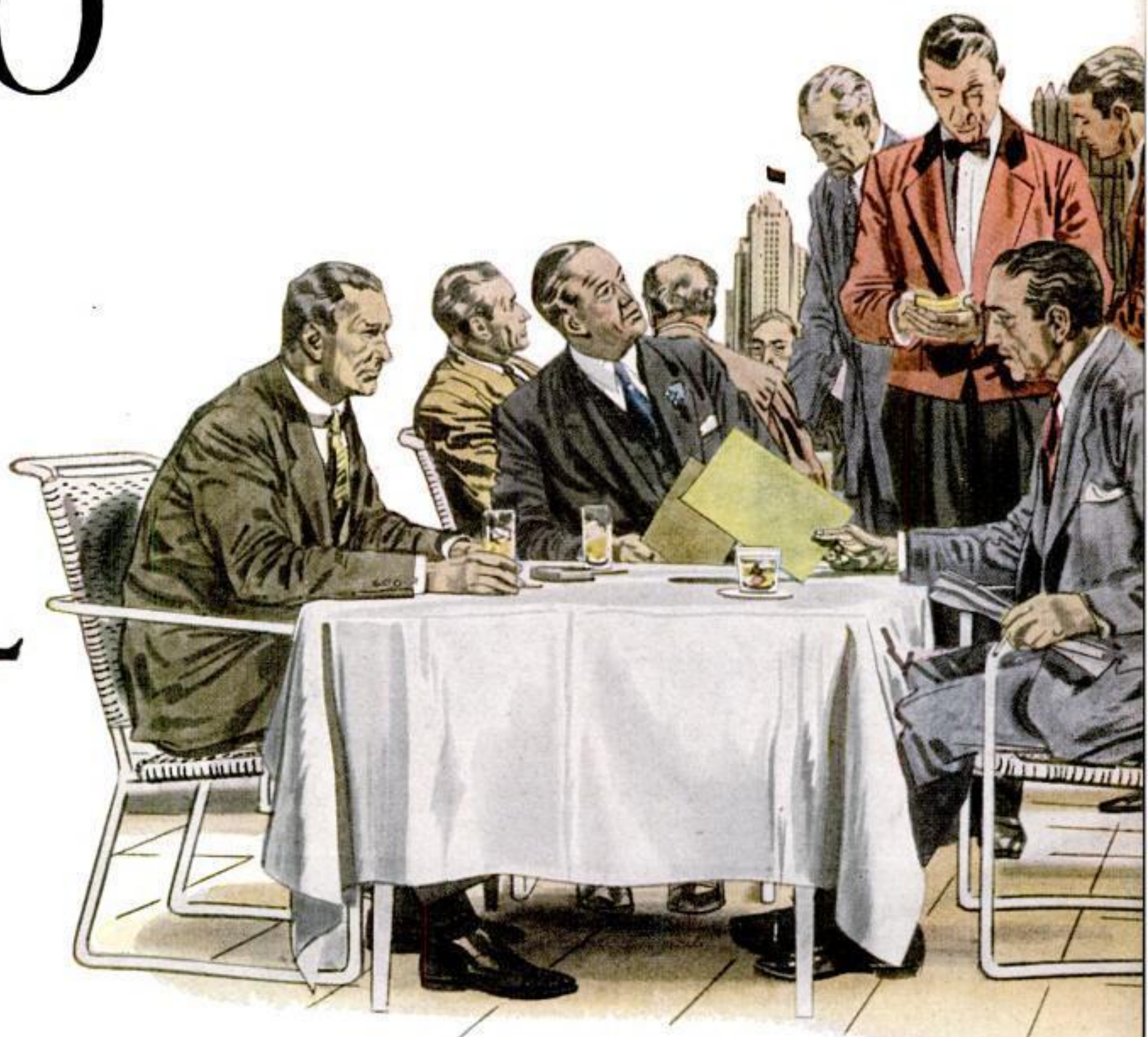
SHAW IN JAPAN sported Japanese mask when he and his wife visited Tokyo in 1932. Shaw had previously been a stay-at-home.



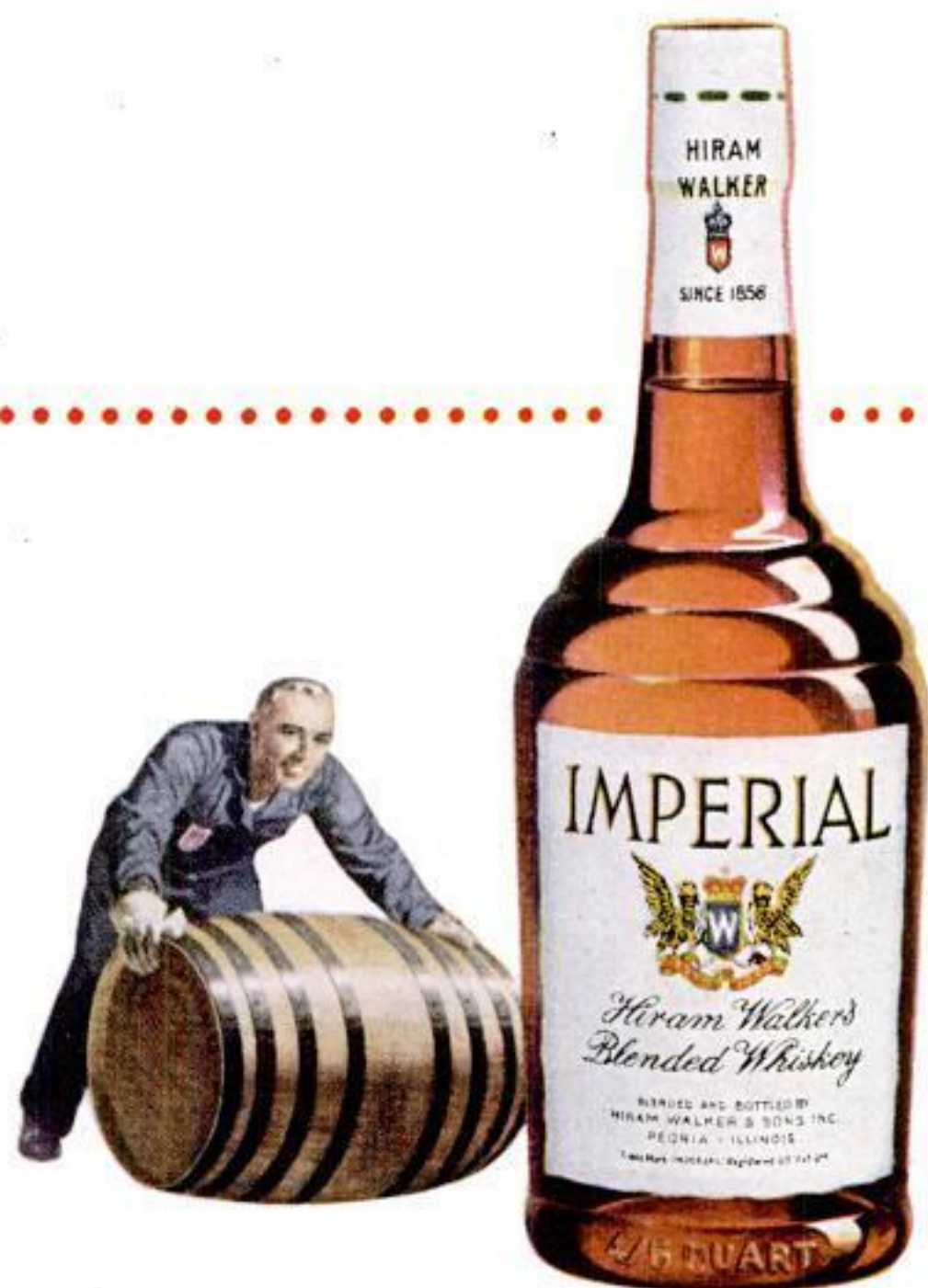
G. B. S. AT PEACE with himself and the Riviera sat on rocks in a monk's robe during one of his visits there in mid-'30s with wife.

In city after city...

9 out of 10
buy
IMPERIAL
again!

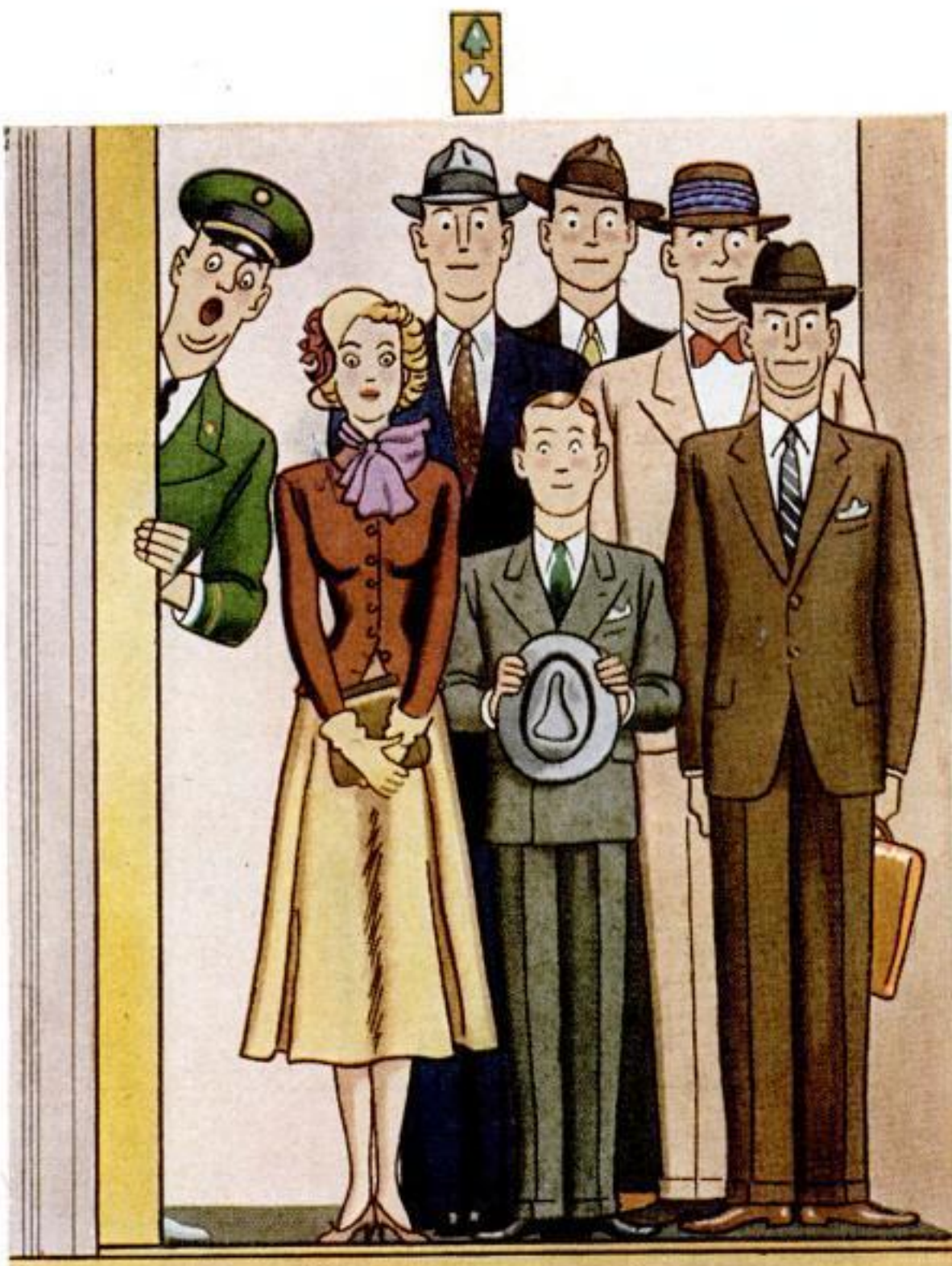


91.4% to be exact! In city after city, surveys show that 91.4% of Imperial purchasers have bought Imperial *before*...and are buying it *again*! Why? Because Hiram Walker's 90 years at fine whiskey-making makes this whiskey *good*.



It's good to know... **IMPERIAL**
is made by Hiram Walker.
No wonder nine out of ten buy
Imperial again!

90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.



1

"Second Floor! Ready-To-Wear, Corsets, Lingerie, Women's Shoes..."



2

"Third Floor! Draperies, Slip Covers, Bedding, Fabrics..."



3

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I SAW SHAW

A brash young lady gets her man

by ISOBEL JOY ARONIN

A Vassar student in her junior year, Isobel Joy Aronin is a devout admirer of Shaw, whom she regards as one of the greatest of all authors. On a recent trip to England she determined to see him and, if possible, get some advice on how to further her career as a writer and actress. How she accomplished this seemingly impossible plan is told below.



ISOBEL JOY ARONIN

AYOT ST. LAWRENCE lies four miles from the nearest bus stop, Ayot Green. There are few signposts along the way, and the road winds and twists so that the distance seems longer than it actually is. You follow the road fringed with holly and poppies past the old church and the new church only slightly less ancient; and after an hour and a half of walking you find yourself in a dusty street among a group of houses, one of which is named a post office, and another a town hall. And that is the village of Ayot St. Lawrence.

I arrived in the village late in the morning of a Thursday and, knowing no one, naively knocked on the door of Shaw's house, called Shaw's Corner. A maid answered.

"May I see Mr. Shaw, please?" I asked.

Her countenance was firm. "Mr. Shaw does not see anyone." It was final and irrevocable, and the door was being gently closed. I thought over the stories I had read of similar situations and came up with the idea that the way to meet a great man was by becoming friendly with a member of the household.

"Then would it be possible for me to meet Mr. Loewenstein?" I queried. Mr. Loewenstein had been mentioned to me the week before as "that ogre that guards Shaw."

She went upstairs to ask him, and in a few minutes he came down. However, he was not an ogre but a stout dark middle-aged man with a homely, forceful face. I told him that it had been my ambition for a long time to meet Mr. Shaw, but since that seemed impossible I would appreciate it if I could speak to him. In reply he took me upstairs into a study filled with photographs and books by and about G.B.S., and files of most of his correspondence.

I came to the point. "Do you think," I asked, "I could meet Mr. Shaw, if only for five minutes?"

It was as I expected. "Mr. Shaw is a very busy man, writing a new play."

"Well, wouldn't it be possible for me to look at him, even from a distance?" Finally he pronounced a verdict. "All right. I'll let you look at him, but you must promise not to speak to him."

We walked outside and down the grassy slope to the famous hut in which he works. I looked through the one small back window and saw Shaw seated at his desk working. He wore silver-rimmed glasses and a tweed cap pulled over his white hair, but I could not see his face. Nor could I see it from the side window, and I had promised that I would not go around and confront him at the open door.

"Had enough?" said Mr. Loewenstein, and I replied, "No," but unfortunately we had to leave. "It is only a remaining streak of sentimentality that made me take you to see him at all," he explained. "I never usually do this."

On Friday it rained. On Saturday it rained. On Sunday I left London at 6 in the morning and, fortified with a sandwich and a movie camera, began the long pilgrimage back to Ayot for a second try. Shaw's Corner was still and quiet when I arrived, and with my camera I took a few shots of the outside and walked around the high-hedged garden. From an upper-story window a maid was shaking out a duster and a door below stood invitingly ajar. I remembered a quotation from Shaw's *Mrs. Warren's Profession* which I had once memorized: "The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."

I went along the road and around to the front of the house, push-

CONTINUED ON NEXT PAGE



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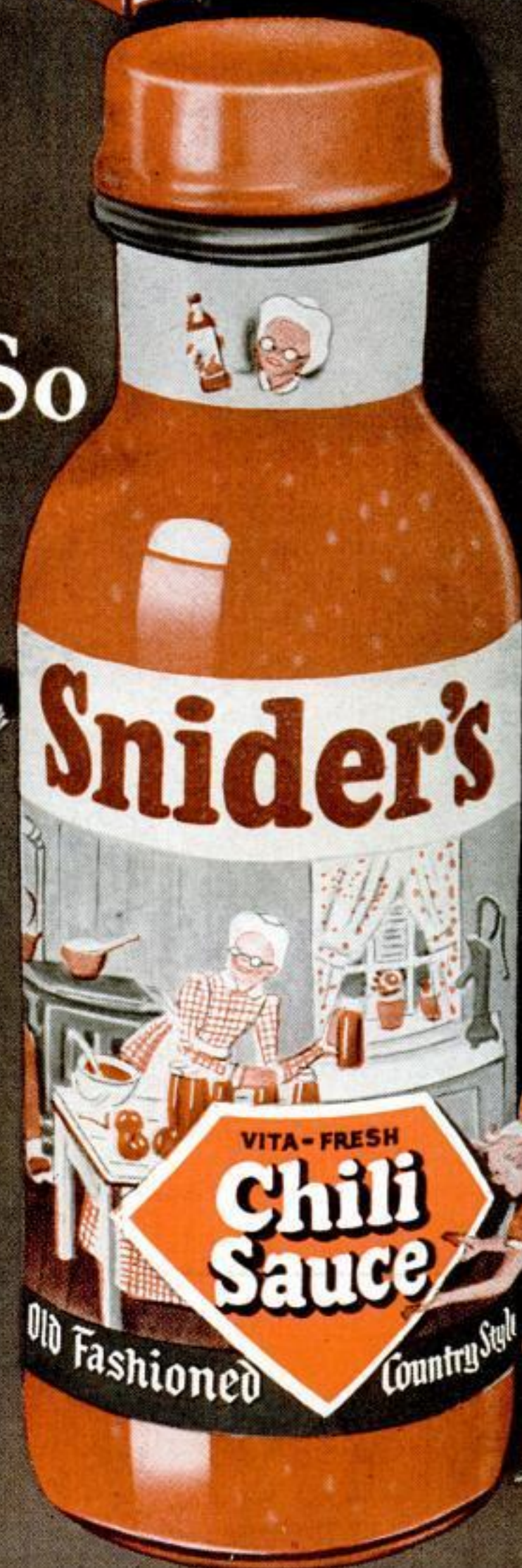
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SHAW CONTINUED

ing open the big green iron gate; down the gravel path through a smaller gate marked "private," and in the door that opened on to the garden.

And there at the desk sat Bernard Shaw.

"Mr. Shaw," I said, "I am an actress; the best actress in the world."

He looked up sharply. "What? What's that got to do with me?"

"I am the best actress in the world," I repeated, "and I want to act in your next play."

"Every actress thinks she is the best in the world," said Shaw. "Ever since I wrote *Saint Joan* all the young girls from 14 onward think that they are the perfect Joan. Besides," he added, "how do I know you can act?"

"I have been in plays in college. As a matter of fact, our theater presented one of your plays there last year—*Back to Methuselah*."

He began to look interested. "You have your back to the light," he barked. "Come over to the window where I can see

your face." He stood up. He was wearing his famed brown tweed suit with the plus fours so often seen in pictures.

"Yes," he said at last, "you have a tolerable face, and your eyes are perfect for filming. The color of the eyes is very important."

These were encouraging words coming from Shaw, so I asked him if he could write a note to that effect for one of the producers.

"Letters won't do any good," he roared. "Besides, how do I know who the producer will be? A thousand agents will write to me as soon as the play is finished."

"I hope that it will be a success," I said.

"I'm sure it will be all right," replied Shaw.

His remarks in general were typically G.B.S. I asked him for an autograph ("Don't ever mention birthdays or autographs to me") and whether he wanted anything from America ("What can you send me that I haven't here? That's the trouble with you Americans, you think that England is starving") and told him that I was a writer as well as an actress ("I would rather have a full actress, than half-writer, half-actress"). And then I mentioned how I tried to see him the other day, without success, and how much I admired and wanted to meet him. "Well," he snapped, "now you've seen the animal."

I remembered the movie camera in my hand. "May I take a picture of you?" I asked.

He got up. "What kind of a camera is it?"

"A Kodak magazine movie camera." I showed it to him, and he adjusted it for light and distance and took me outside. "The most important thing about taking a picture," counseled Shaw, "is to take the scene first, and then the person in it. Stand over there," pointing to the corner of the path, "and take a picture of the door, and then shout 'Ready,' and I will come out."

I stood at the place which he had indicated, and aimed the camera. "Ready," I shouted, and out of the door and down to the path came Shaw. He pretended to look startled as he saw the camera and waved heartily as if he had just caught sight of an old friend. And then abruptly he turned and walked along the path with a firm forceful tread, until he disappeared around the corner.

I waited for him to reappear at the same point, but instead he came up behind me, having walked all around the house.

"Did you get it?" he asked.

"Yes," I replied. "I only hope it comes out properly. All the films we want desperately to succeed never do."

"Did you hold the camera steady?"

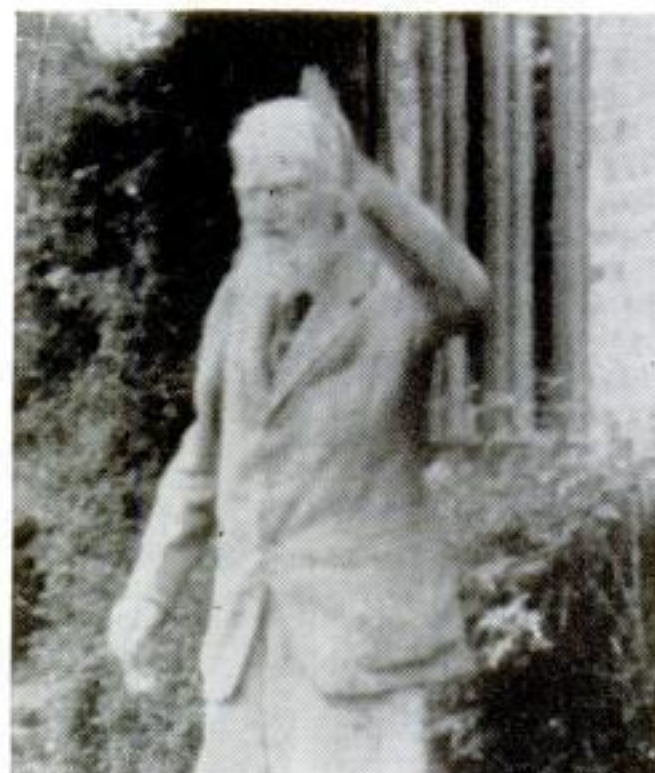
"Yes."

"Then there's no reason why it shouldn't come out if you held it steady. But always remember, if you want a good picture, take the scene first and then the person in it."

His handshake as we parted was strong. At the door I paused and looked back at the desk where the bushy-eyebrowed gentleman sat, preparing for work again.

"Goodby," he called, and waved his hand to me in farewell. "Go and carve out your own career, as I had to do."

The sky had cleared and was a pure and sparkling blue as I stepped from Shaw's study out into the bright September sun.



WAVING HEARTILY, Shaw walks into range of Isobel's movie camera.

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Joan hears heavenly voices at a shrine in her village of Domremy in Lorraine (left), which urge her to fight for France.



She bears a sword for the first time in her life as she rides out of Vaucouleurs to seek the weak, discouraged Dauphin.

Joan of Arc

Ingrid Bergman Plays the Saint Who Saved France

Joan of Arc was a country girl from Lorraine who in February 1429 put on man's clothing, grasped a sword and rode briskly onto the stage of history. She didn't know A from B, she said at her trial, but she had heard voices of saints telling her to save France. In one extraordinary year she commanded the French armies, crowned the French king and made the French nation live again. Then she was betrayed to the enemy, declared a heretic by a church court and burned by the English in Rouen.

For five centuries the world has remained fascinated with the drama of her life and the charm of her character. Beneath all the controversies that have swirled around her life, the figure of the Maid herself, a fresh, quick-spirited, sharp-tongued, pious girl, keeps a universal appeal.

Shakespeare wrote about her with a narrow patriotic bias in *Henry VI* as an impostor and a strumpet. The German poet Schiller pictured her as a wordy romantic heroine of impossible nobility. George Bernard Shaw in one of his best plays, *Saint Joan*, offered a lively and unconventional Joan as a precursor of modern individualism and nationalism.

The new movie, made at a fabulous cost (which may finally amount to \$9 million) by Walter Wanger, follows a line of approach more popular than Shakespeare's or Shaw's. Though theoretically derived from a play by Maxwell Anderson, its spirit throughout is much the same as that of Mark Twain's *Personal Recollections of Joan of Arc*. It chronicles her life with admiring devotion, from her village home to the glory of the coronation and on to the horror of her death at the stake; and it makes no profound inquiry into the nature of the people or the institutions involved.

Ingrid Bergman played Joan with great distinction on Broadway in 1946. Her movie role is the most complex and difficult of her career, and

she makes it the most moving as well. The simple-minded, stubborn country girl grows into an efficient leader in war, is tangled in intrigues beyond her comprehension, is hounded by her inquisitors, weakens momentarily and is transfigured in the end in the torment of the fire.

Not all of the movie is worthy of its leading lady. The sky is often over-Technicolored and the sentimentality is often unbearable. The good characters, the ones that befriend Joan, walk around like figures from a waxworks. Only the villains, like her archenemy, the Bishop of Beauvais (Francis L. Sullivan), seem to have any life in them. The only true human being in the cast, besides Joan, is the cynical and vacillating Dauphin, the uncrowned son of the last king. His part is played by Jose Ferrer with a mastery that makes the performances of the soldiers, dukes and prelates around him seem dull and incompetent.

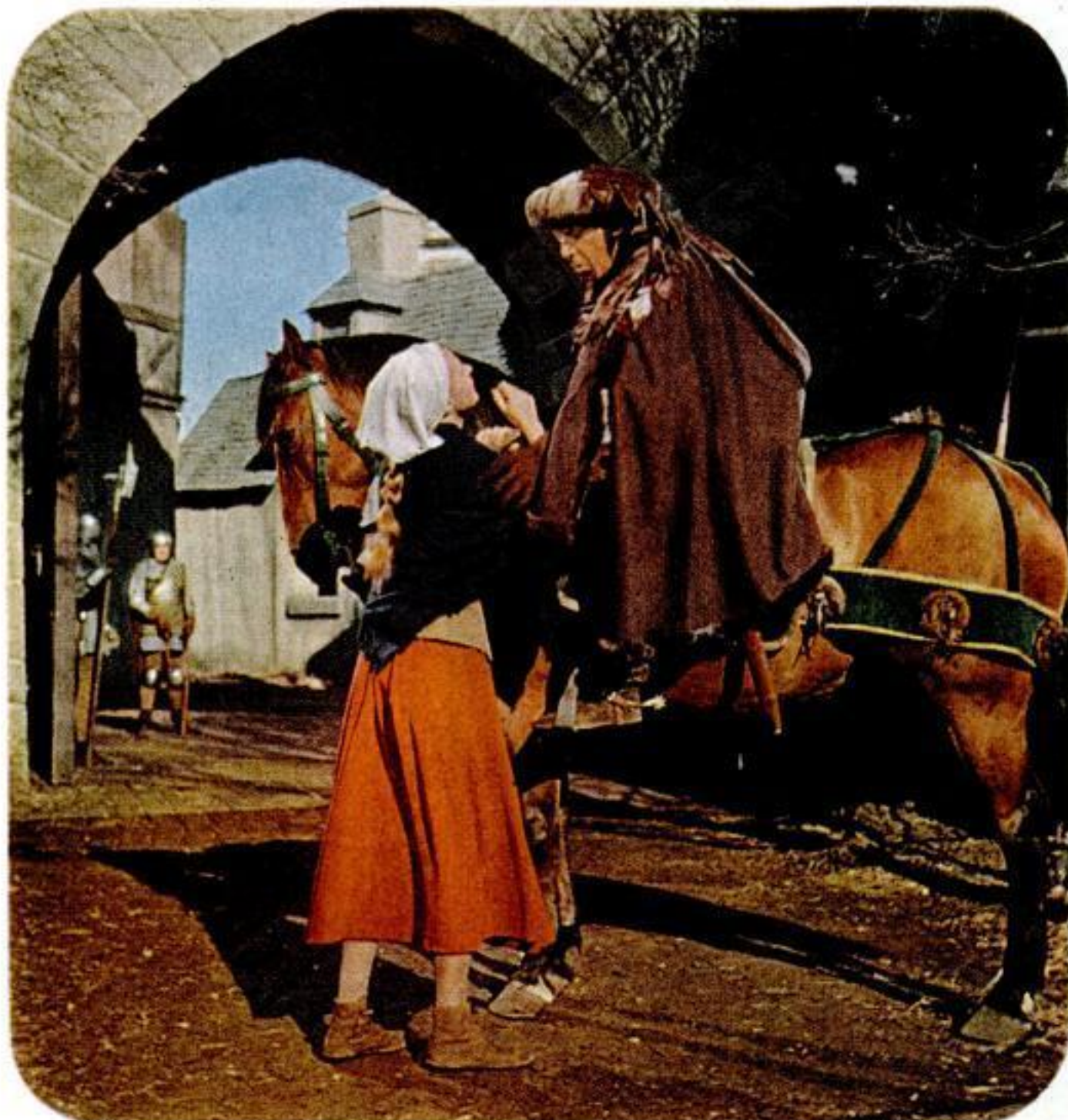
Any character at all has to fight to stand out from the mass of costumes and props which keep turning this movie into a pageant. Researchers worked for months reading every book on Joan, consulting manuscripts, checking costumes and architecture. Actual dialog of Joan's trial was written into the script. Armor Expert Noel Howard had to manufacture 150 suits of nonclinking armor, then teach actors not to fall flat on their faces when they wore them. Miss Bergman wore a special 20-pound aluminum outfit designed by the Metropolitan Museum of Art in New York. Seventy-one ancient cannons, 500 crossbows, carloads of Percheron horses (trained by cowboys in armor to get used to the noise), "two dog collars (medieval)" and "one king's sceptre" figure among the accessories. Yet the Bergman and Ferrer performances somehow come through this morass of detail and make *Joan of Arc* one of the really good pictures of the year.

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The Maid Begins Her Mission

Joan's village of Domremy in Lorraine, like most others in France, suffered frequently in the Hundred Years' War (1337-1453) between the French and the English. French soldiers, English soldiers or Burgundian soldiers allied to the English came burning and looting indiscriminately. The whole fabric of the nation seemed to have come apart, and cynicism and despair were almost universal. But the English, who seemed all-powerful, were (after the death of their great king, Henry V) ruled by quarreling nobles and ripe for defeat. Joan's voices told her how it could be done. First she must put on man's clothing and leave her home and go to the nearby town of Vaucouleurs. She was 17.



Joan appeals to Baudricourt, governor of Vaucouleurs, for permission to go to the Dauphin's court. He rebuffs her twice, finally half believes in her mission, gives her an escort and his own sword.



The Dauphin (Jose Ferrer, center) is surrounded by power-seeking nobles and bishops and moneylenders. At this moment they are trying to persuade him to sign away more of his shrinking territory.



Joan approaches the throne, on which a jesting courtier has seated himself, pretending to be the Dauphin. But the girl is not fooled and turns away to look for the real one. The laughing court falls silent.



She kneels before the Dauphin, whom she has found hiding awkwardly in the crowd of courtiers. In his cynical way he is impressed when she tells him she will restore his kingdom of France to him.



She Leads the French Army

Accepted by the Dauphin, Joan puts on white armor and prepares to lead the demoralized French army back to battle. Here she tells a group of gaming, wenching soldiers that they must be pure in word and deed to fight in her army.

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Joan, in white armor and carrying her banner, calls to her men, "On bravely! They will soon be ours!" as she leads them against the thick walls of the fort of Tourelles, one of the English strongholds blockading the city of Orléans. An English arrow (*left*) is on its way to wound her.

The Siege of Orleans

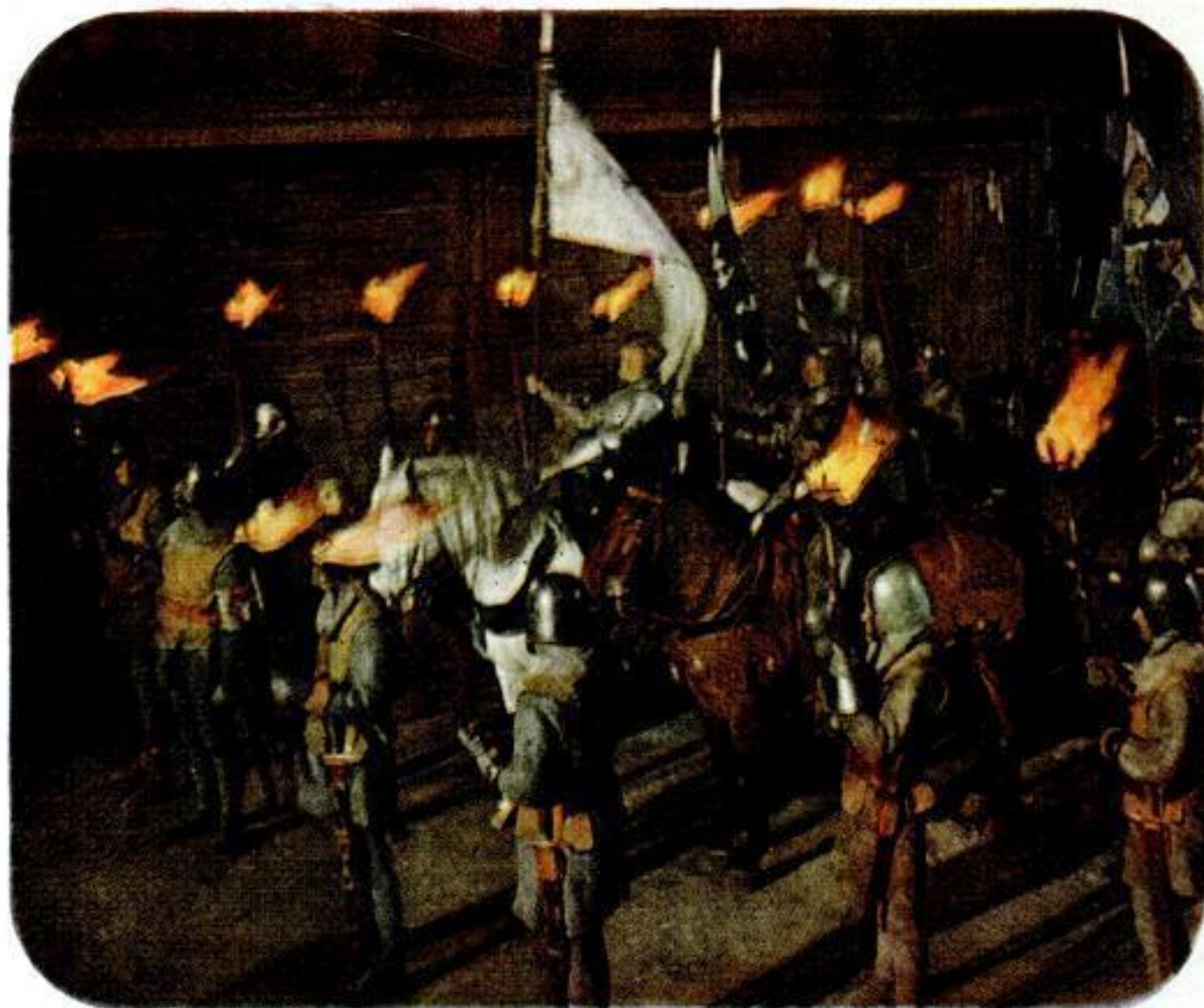
Joan knew what none of the gay and corrupt people about the court seemed to know, that the fate of the nation would be decided at the city of Orléans on the Loire River, which had for many months been besieged by a powerful English army. If Orléans fell, the fraction of France remaining loyal to the Dauphin would be hopelessly split, and the century-old war might well end with an English king ruling permanently in Paris. There were brave French soldiers in the field, led by Dunois, the Bastard of Orléans, but it took the simple fervor of Joan to make the Dauphin do his duty: to raise an army capable of lifting the siege of Orléans.

The movie concentrates on a single episode of the siege, the assault on the English fort of Tourelles, blockading Orléans, and makes a noisy and very exciting spectacle out of it. Joan climbs a scaling ladder (*left*), medieval cannon belch flames, men are tossed from battlements, battering rams beat at the walls and flames devour the hapless English.



She lies wounded by her banner as a priest tries to comfort her. When she hears the bugle sound retreat she struggles to her feet to return to the battle. "But we must not retreat," she says. "Help me into my harness." The French take courage by her example and overrun the fort.

Joan of Arc CONTINUED



Joan rides in triumph through the streets of Orléans after her army has driven off the besieging English. The turning point of the war has been reached. All the French nation is ready to do her bidding.



The Dauphin, now crowned King Charles VII of France, plays croquet (and cheats at it) on a castle lawn when he should be at work trying to exploit the victories that Joan and her army have won for him.



Joan lays her white armor and her sword before a church altar in St. Denis after her king, accepting English bribes, has signed a cowardly truce. Though her voices remain silent, she resolves to go on fighting.



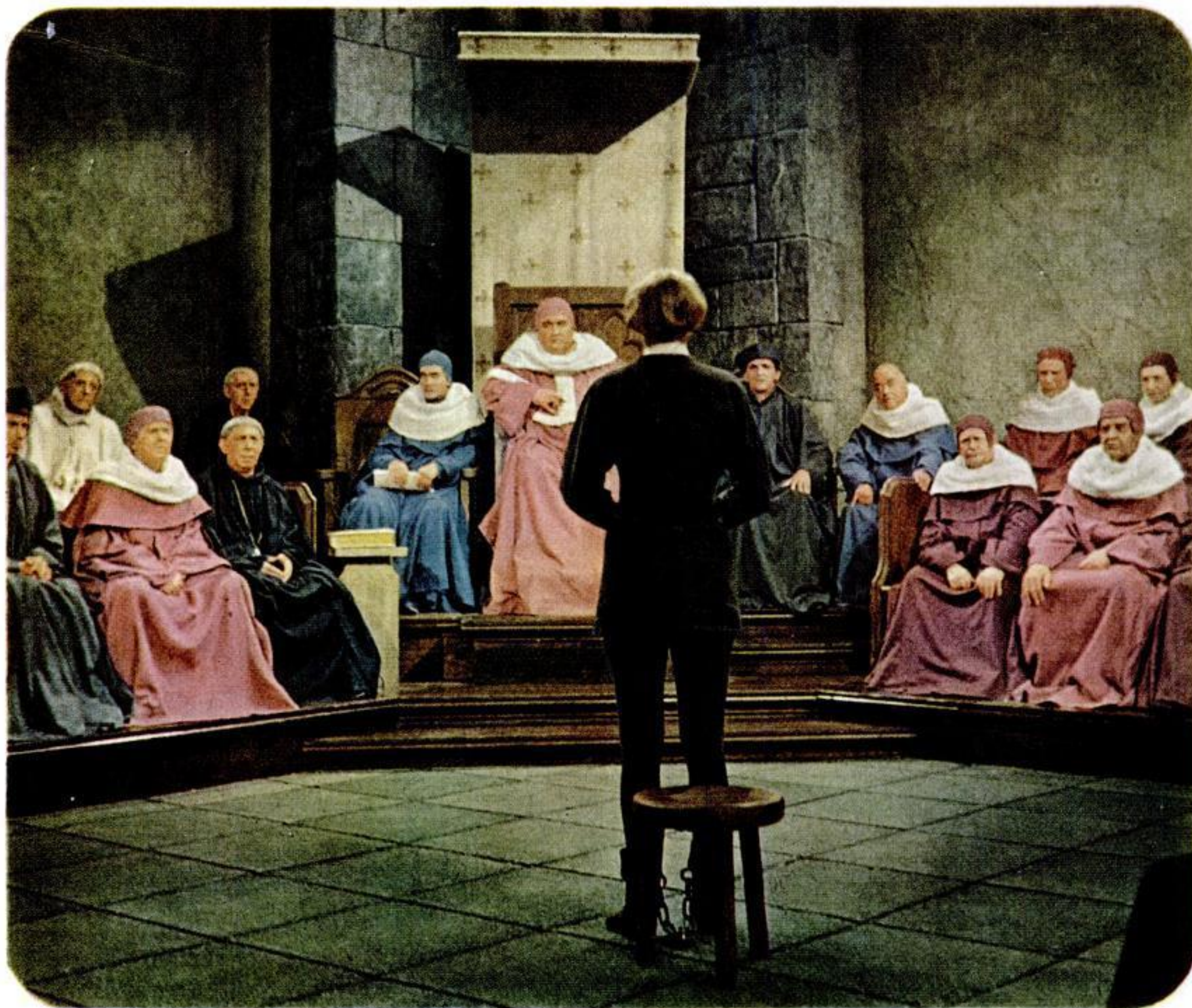
The Coronation in Reims



The Dauphin kneels humbly before the Archbishop of Reims in the great cathedral to be anointed and crowned King of France. The coronation in this traditional site was a masterpiece of Joan's political strategy, for it removed the people's

doubts of the Dauphin's legal right to the throne. When Joan was asked at her trial why she brought her white banner to the coronation (*left*) she proudly replied, "It had shared in the toil; it was just that it should share in the honor."

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Joan, captured by the Burgundians and sold to the English, appears in chains before an ecclesiastical court. The Dauphin she made king has abandoned her. The

intriguing Bishop of Beauvais, a creature of the English, heads the biased tribunal which finds her guilty of heresy and witchcraft, despite the dignity and wit of her defense.



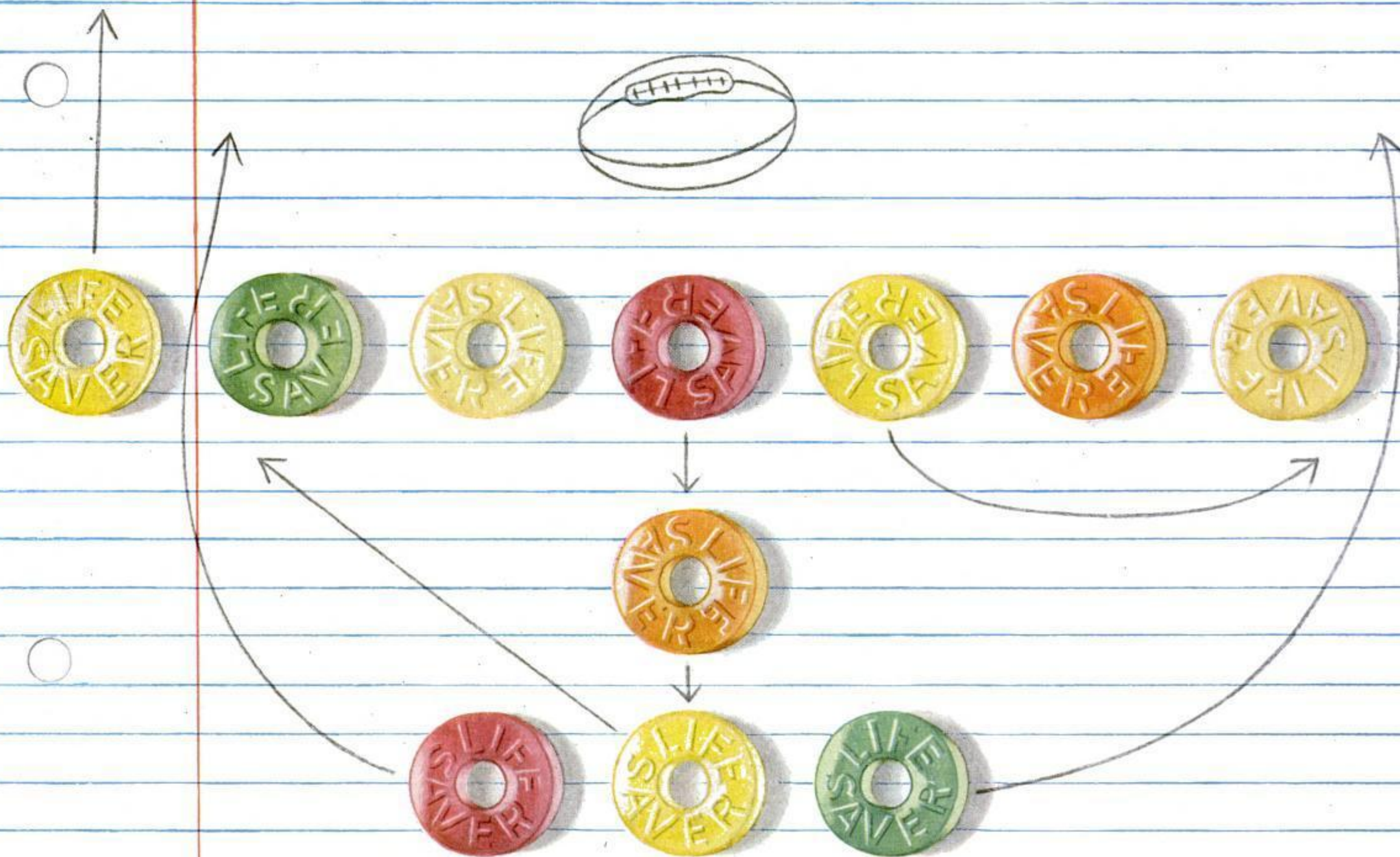
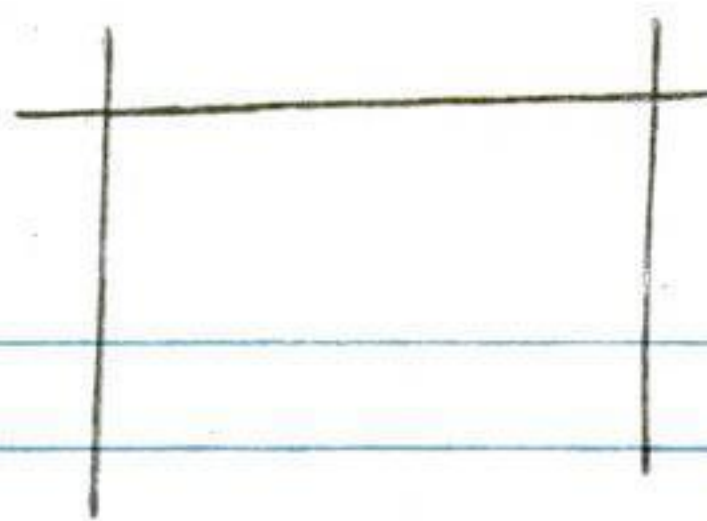
Chained to the stake in Rouen above a great heap of faggots, Joan awaits her death in the crowded market place under the stern guard of English soldiers. One of the soldiers offers her a rude cross made of two sticks tied

together. As the flame is lit the executioner cries, "I shall be damned, for I am burning a saint." One of the priests who judged her holds a crucifix up before her eyes and Joan breathes a last tortured cry, "Jesus! Jesus!"

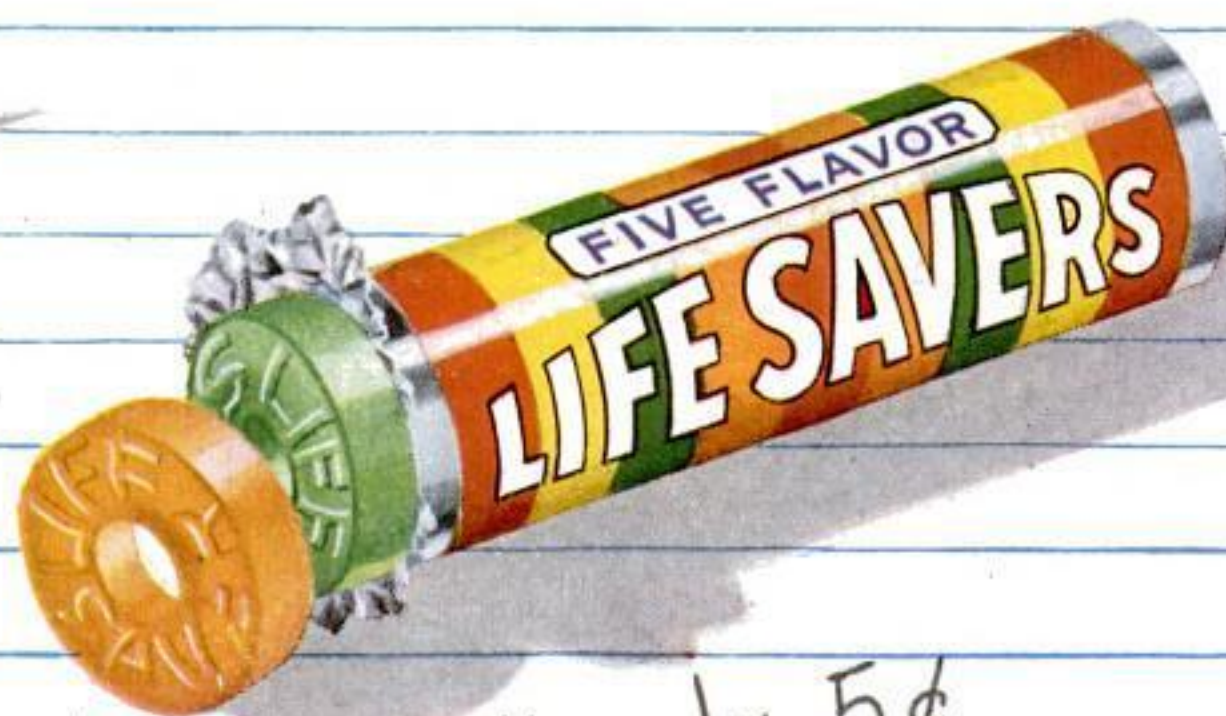
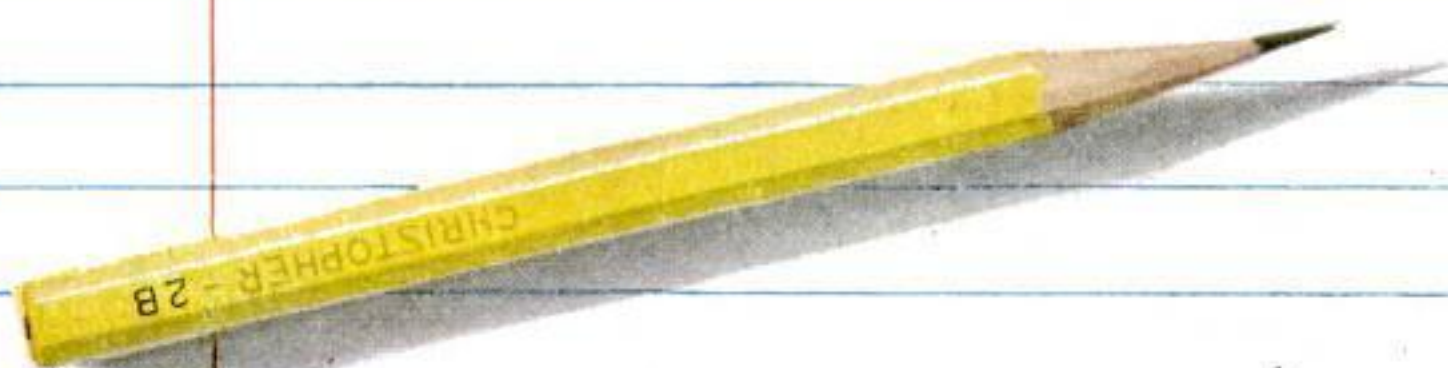
Relapsed Heretic
Sorceress
Blasphemer
Idolatress Apostate



Chained to the Stake in Rouen, Joan Dies a Martyr



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MEDICINE

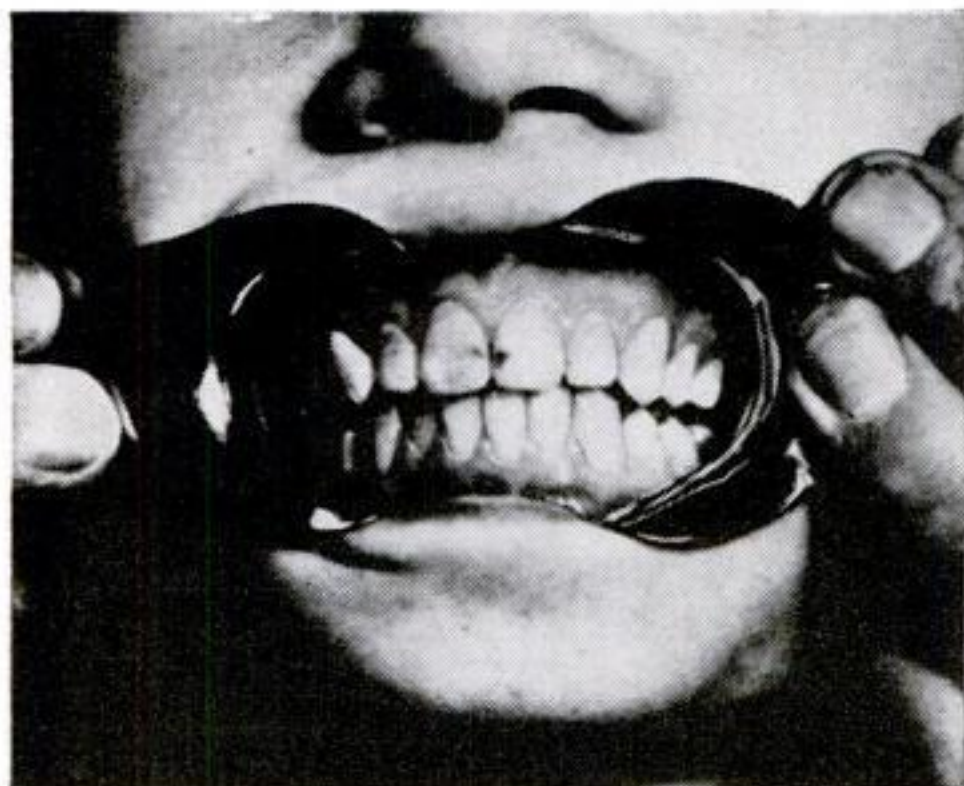
FLUORINE PROTECTS CHILDREN'S TEETH

50,000 New York youngsters get treatment which prevents decay

In New York this week the first of 50,000 school-children were receiving the simplest and most effective dental treatment ever discovered. In clinics all over the city their teeth were being swabbed with fluorine solution—an odorless, colorless fluid which hardens young enamel so that it resists the bacteria of decay.

Fluorine has been known to the dental profession for many years as a corrosive and discoloring agent. Ironically the discovery of its good effects grew out of the study of its worst ones. In Bauxite, Ark. 20 years ago scientists began investigating the causes of a dental blemish (*below*) which afflicted its residents. They found that fluorine in the water was the cause. Later they found that the stained teeth of Bauxite children contained very few cavities. Most important, they eventually proved that these two facts were related—and began the experiments which have finally made fluorine therapy possible on a mass basis.

Although the 2% fluorine solution applied to the teeth will not stain them, it can protect them against decay. Fluorine deposited on the teeth reacts chemically with the enamel and hardens it. On the teeth of adults fluorine has had little effect. But experts believe that New York's fluorine-treated children will grow up with 40% fewer cavities than they would otherwise have had.



TOO MUCH FLUORINE in water supply can cause spotting (*top*) or severe discoloration (*bottom*) of teeth.



RELUCTANT PATIENT submits doubtfully to new treatment as schoolmates wait their turn in dentist's

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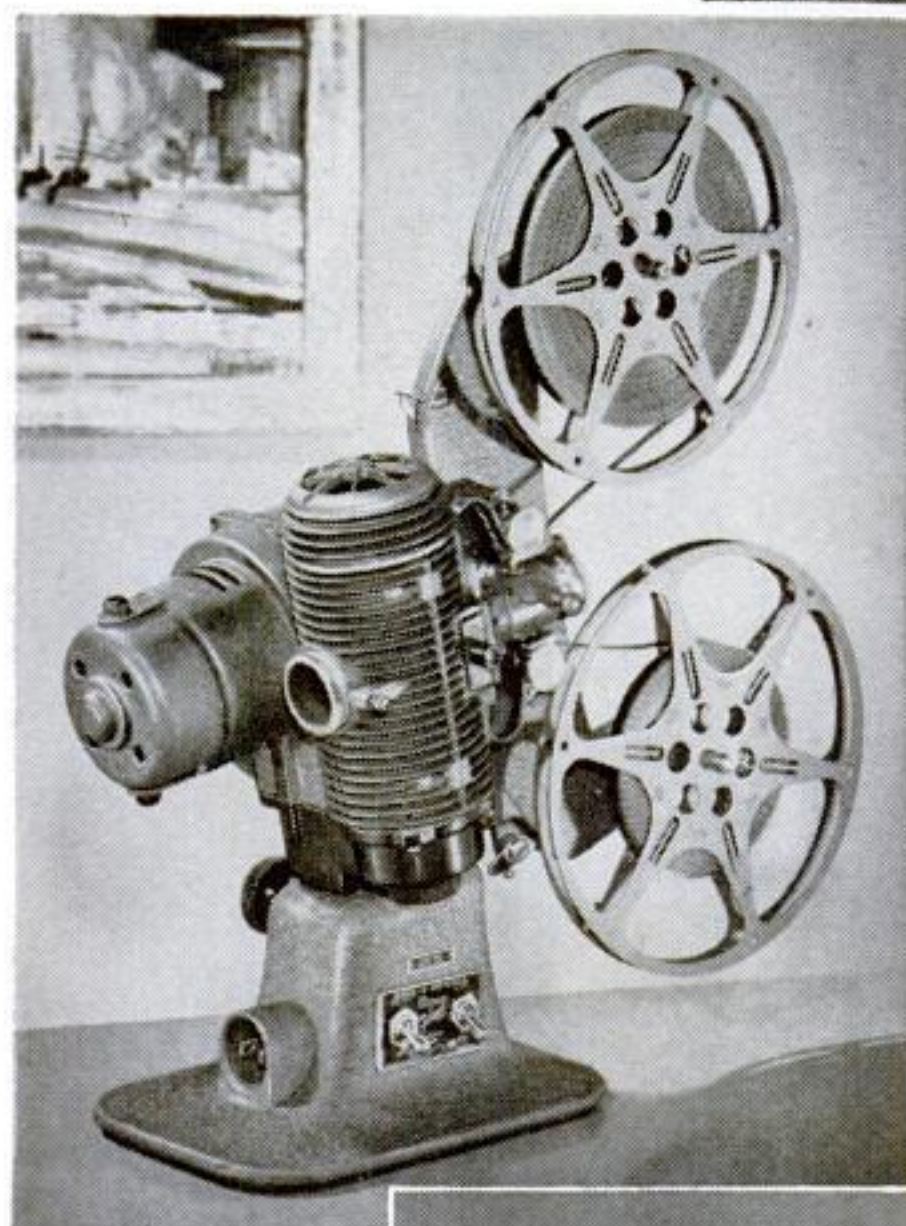


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Fluorine CONTINUED



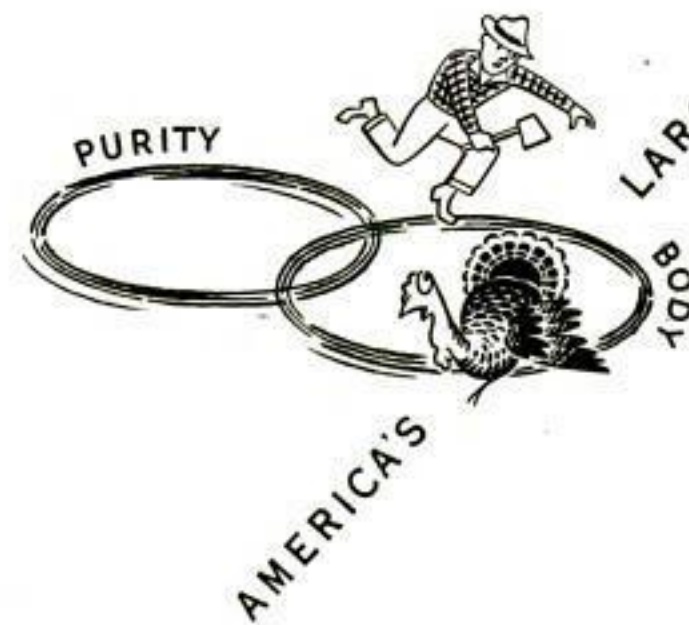
BASIS OF TREATMENT is direct application of fluorine with cotton swab. This 7-year-old, who has many permanent teeth, will get excellent protection.



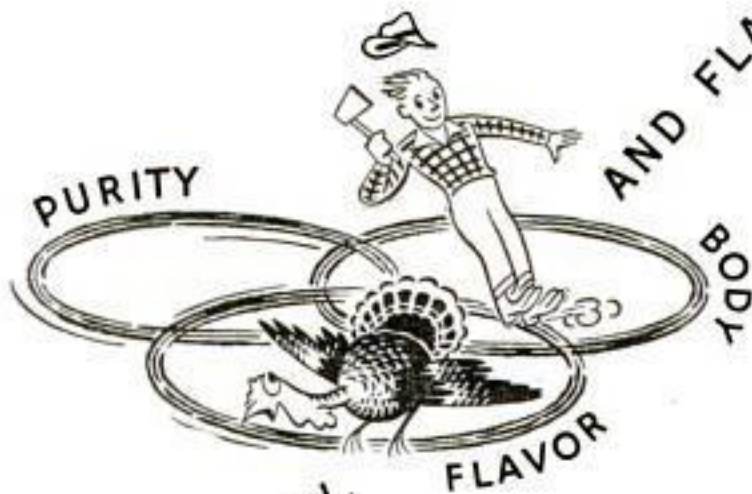
EFFECTS OF TREATMENT are inspected by 4-year-old Rose Marie Hughes, who discovers with surprise that an older playmate's teeth remain unchanged.



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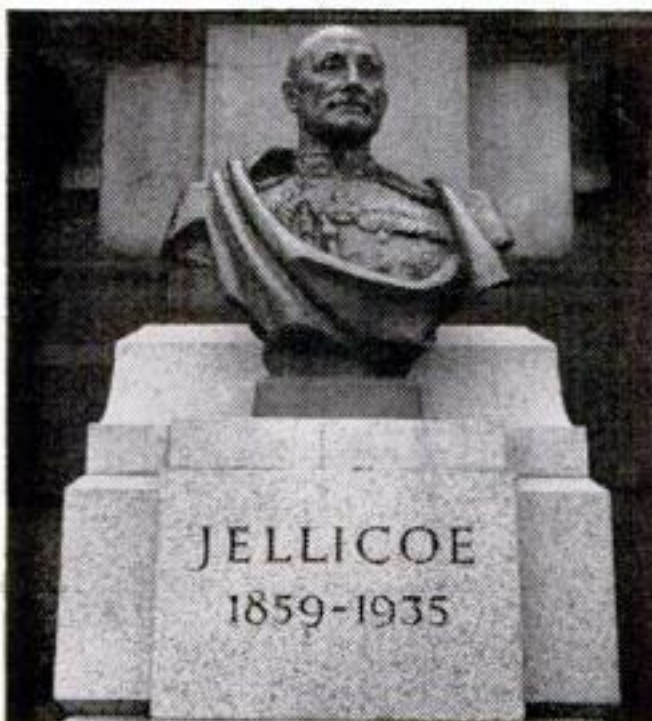
AFTER A BEAUTY TREATMENT, TRAFALGAR SQUARE REOPENS WITH POMP

TRAFALGAR LIGHTS

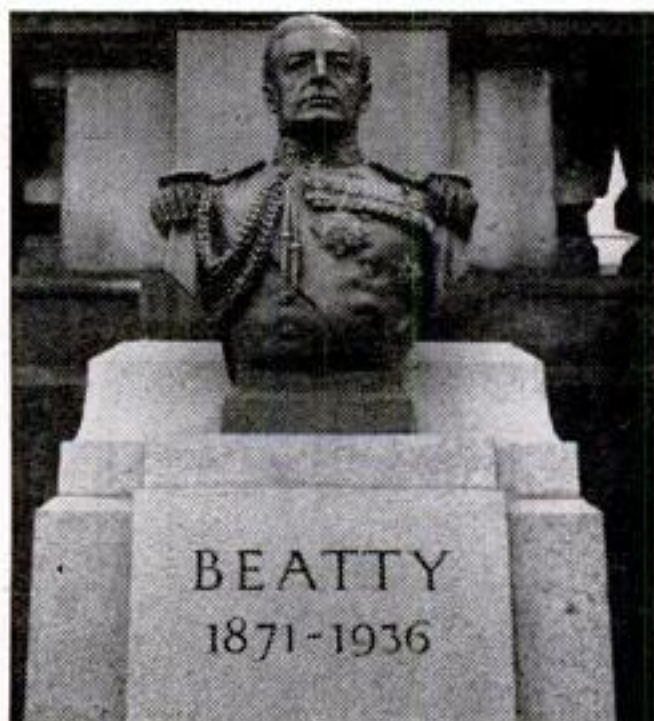
Jutland heroes take their places near Nelson

For a few hours on Trafalgar Day, Oct. 21, London celebrated the glory that was Britain's because of her navy. The scene was Trafalgar Square, which had been boarded off for months while workmen installed new fountains with bronze mermaids, and two new statues amid older memorials to British seapower. In the reopened square the Duke of Gloucester unveiled busts of Earl Jellicoe and Earl Beatty, who repulsed Germany's fleet at Jutland in 1916. Their statues rest beneath the towering memorial to a greater hero, Lord Nelson, victor at Trafalgar.

London loved the show, particularly the two new fountains which played gaily at night in a blazing electrical spectrum. The king and queen drove by to show the new sights and lights to the King and Queen of Denmark—who apparently had forgiven Lord Nelson for also winning the Battle of Copenhagen. When the colored lights were cut off, London groaned. An angry M.P. cried, "If we cannot commemorate the greatness that was ours for more than three days without risking collapse, then the sooner we hand over to Mr. Stalin or Mr. Dewey the better." Relenting, the thrifty government left them on for a few more days and promised they will glow again at Christmas.



SENIOR ADMIRAL at Jutland, Jellicoe was promoted to first sea lord.



CRUISER CHIEF at Jutland, Beatty followed Jellicoe as fleet commander.

← THE SQUARE'S NEW FOUNTAINS FILL LONDON NIGHT WITH COLOR

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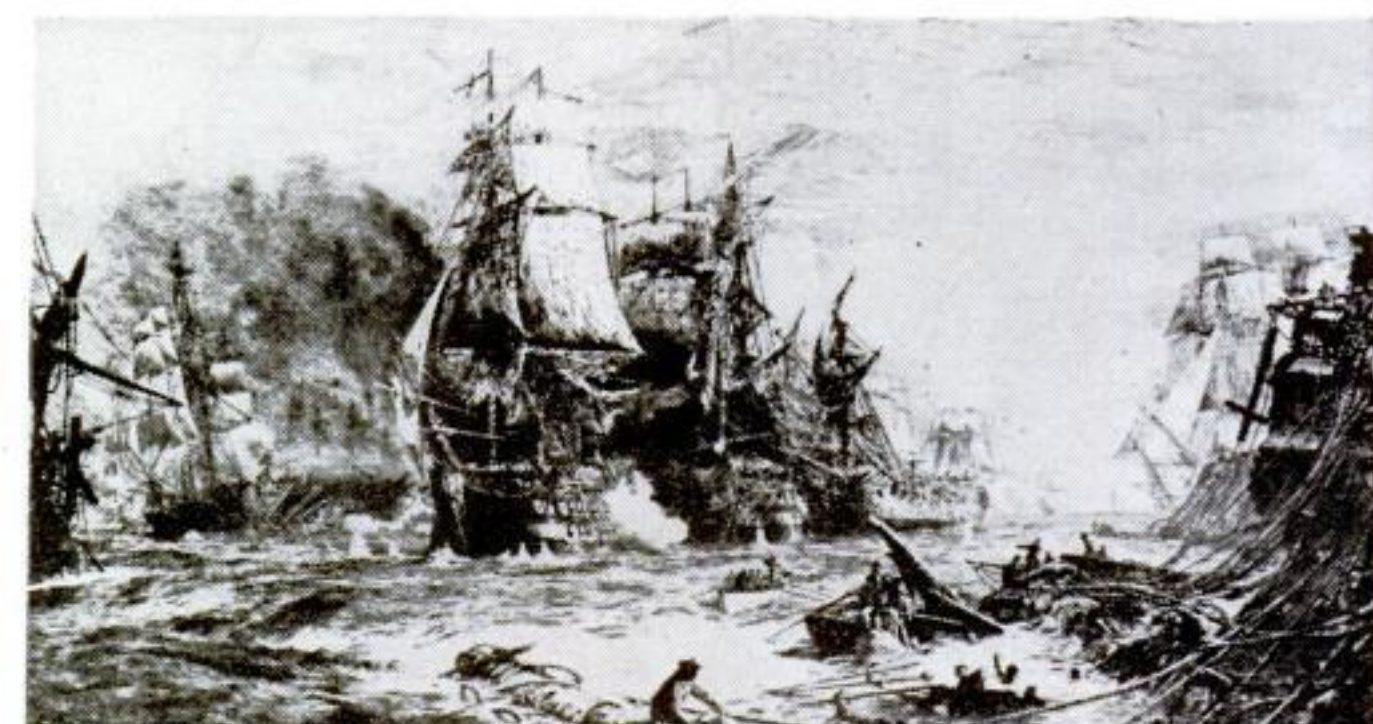
Trafalgar Lights CONTINUED



NELSON COMING ON DECK, an old print, shows Nelson all dressed up, but historians say his uniform at Trafalgar was stained and threadbare.

TRAFALGAR SECURED THE SEAS

Britain's naval power was firmly secured in 5½ hours on Oct. 21, 1805 off Cape Trafalgar, when French and Spanish fleets collapsed in a thunderous duel with the ships of Lord Nelson. A rector's son, Nelson grew into a superb seaman. Wounds never stopped him—until Trafalgar. He had lost the sight in one eye from wounds suffered in 1794 and his right arm three years later, yet returned to win Mediterranean control at the Battle of the Nile in 1798. The world remembers him well for his admonition at Trafalgar, "England expects that every man will do his duty," and also for the fact that he left his wife for a mistress, the blacksmith's daughter Emma, Lady Hamilton. Before Trafalgar, he wrote to her, "I will take care that my name shall ever be most dear to you and Horatia" (their daughter). He was shot through the spine during battle and died a few hours later on his flagship, the *Victory*.



BATTLE OF TRAFALGAR by British Artist W. L. Wyllie depicted confusion of sailing-ship wars. Nelson's flagship lost her masts as well as Nelson.

The "buy-now" rug bargain of your life!



Choose from today's top-style patterns!

Just look at those handsome designs! Luxurious florals...smart tone-on-tone...you've seen patterns that look like Glamorug's twins, in woven rugs that cost far, far more! And the colors are just the ones you've dreamed about.

Feel the springiness!

Glamorug's cushion-effect is built-in. Constructed on a base of 100% imported jute—no rug cushion needed. Special plastic back locks in the fibers, helps Glamorug lie flat and smooth!

Count on plenty of wear!

Glamorug is wear-tested! 102,635 factory workers walked over a Glamorug in all weather. After wet-shampooing, Glamorug had no worn-through spots, still promised plenty of wear. Colors resisted fading!

Choose Glamorug for any room!

Lovely Glamorug patterns fit perfectly into living room, dining room, children's room—any room that needs a lift in beauty. You'll want to snatch up *several*! Hurry to your Glamorug dealer.

New Wool-Face
GLAMORUG

Only \$29⁹⁵



Big 9' x 12' Size!

THOUGH you shop around till your toes come through your shoes, you won't find a rug-buy to equal Glamorug!

For while most of today's prices make you shudder, Glamorug's price tag calls for a great big grin. Only \$29.95 for the big 9' x 12' size! And you get a rich-to-look-at, soft-to-step-on rug with a *genuine all-wool surface!*

And you've plenty of say-so in selecting just the right Glamorug for each room. Three decorator patterns! Eighteen color harmonies! Six sizes! Try redecorating the Glamorug way! For name of Glamorug dealer nearest you, call Western Union. Ask for Operator 25.

FREE! DESCRIPTIVE
COLOR FOLDER

Write Glamorug, Dept. G-9, 140 Madison
Avenue, New York 16, N. Y.

Glamorug
AT HOME IN EVERY ROOM



Hearts and Showers
—clusters of tiny soap-hearts and a luxurious treasure of Cannons: 2 bath towels, 2 face towels, 2 washcloths, about **9.95**

Cannon Towels—

Pink Puff
Dream stuff—from its froth of tulle and ribbons to the fluffy towels inside! A Cannon confection—with 2 bath towels, 2 face towels, 2 washcloths—about **5.25**

CANNON MILLS, INC., 70 WORTH STREET, NEW YORK 13, N. Y.

TOWELS • SHEETS • STOCKINGS • BLANKETS



with all the trimmings!

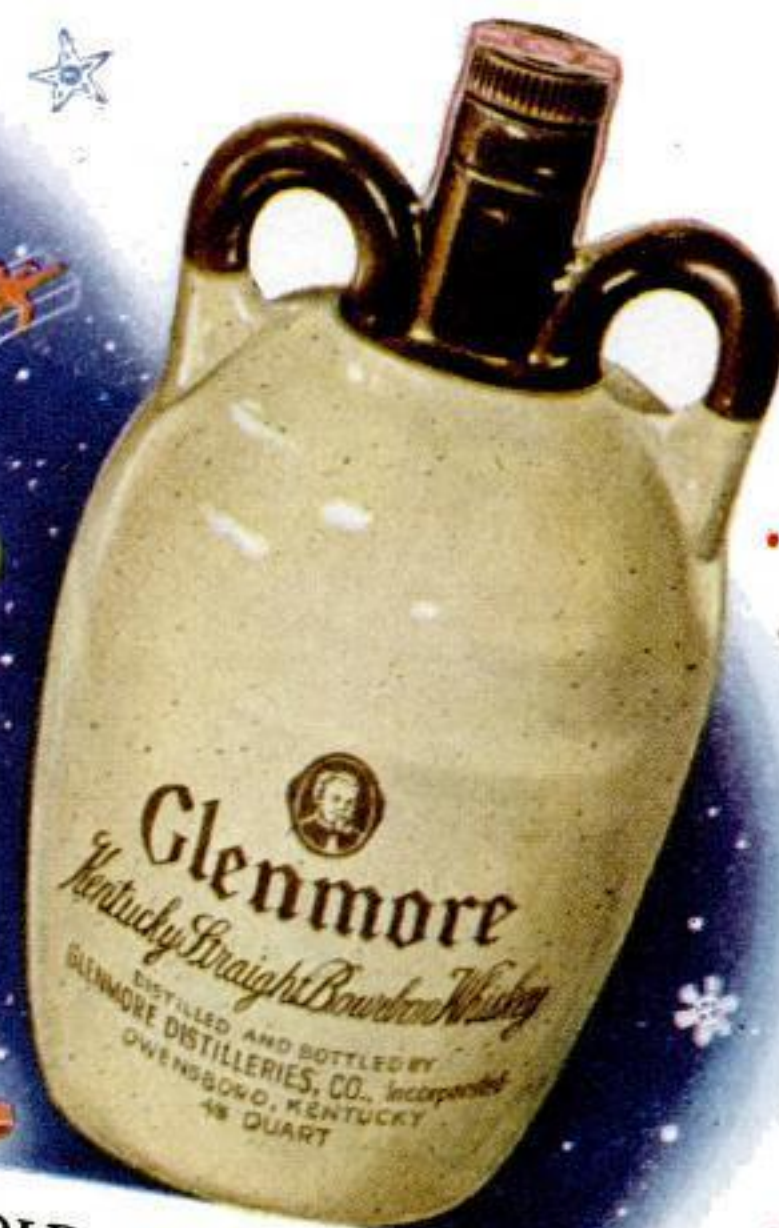




COLORFUL CANDY STICK
Old Thompson, the "Wed-In-The-Wood" Whiskey, is all dressed up with someplace to go. No extra charge. Blended whiskey 86 proof. The straight whiskeys in this product are four years or more old. 30% straight whiskeys, 70% grain neutral spirits. 4/5 Quart.



SPARKLING GLASS DECANTER
Brimming with "The Aristocrat of Bonds", this Kentucky Tavern Decanter is a gift that lives on and on. Perfect for a personal bar! No extra charge. Kentucky Straight Bourbon Whiskey, Bottled-in-Bond, 100 proof, 4/5 Quart.



OLD-FASHIONED JUG
The popular Glenmore jug invariably brings a welcome smile. Perfect for a party... always a hit with friends who like something different... a jugful of rare 7-year-old Kentucky Bourbon. Kentucky Straight Bourbon Whiskey. This whiskey is 7 years old, 90 proof. 4/5 Quart.



OLD ENGLISH LANTERN
The lantern carton holds a fifth of Kentucky Tavern. After removing the bottle, the carton can be used to decorate a tree, a centerpiece or a door knocker. No extra charge. Kentucky Straight Bourbon Whiskey, Bottled-in-Bond, 100 proof, 4/5 Quart.

WISH YOUR FRIENDS THE

Season's Best

Give these unique and colorful
Glenmore Gift Packages

Make holidays merry days by remembering friends with these gay Glenmore gift packages! They're unique, they're colorful, they're smart... a good bet for those who "have everything." Glowing with good cheer, all four are available wherever fine liquors are sold.

Designed by

THE HOUSE OF GOOD CHEER

GLENMORE DISTILLERIES COMPANY • LOUISVILLE, KENTUCKY

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MRS. WILLIAM TALBERT, WIFE OF THE FAMED TENNIS PLAYER, CHOOSES A STRIPED TAFFETA MOTHER HUBBARD WITH A DEEP NECKLINE FOR HER HOME EVENINGS

"AT HOME" CLOTHES

They range from pajamas to saris

Over the years smart women have developed a comfortable style of clothing for a comfortable sort of occasion: the quiet evening at home, which is spent either alone or with congenial friends. Women with a flair for clothes are not afraid to wear anything from a Mother Hubbard (*above*) to Chinese pajamas or an Indian sari. They choose

what they enjoy wearing without particular regard for style and occasionally select what simply complements the décor of their living rooms. But however varied they may be, "at home" clothes have a common denominator: they are always personalized and informal. On these pages are shown the current choices of some fashionable women.

BRILLIANT, WORLD-FAMOUS STAGE STAR ... says:

*"for Dream hands,
Cream your hands!"*



Lynn Fontanne

says: "An actress's hands must be beautifully groomed... that's why I CREAM my hands... with Pacquins, of course!"

Try her method for 3 days... a 12-second hand massage with non-sticky, non-greasy

Pacquins Hand Cream

... morning ... night ... and whenever housework roughens your hands!

TRY THE hand beauty treatment of famous stars... a Pacquins massage morning... night... whenever skin needs softening. Your own softer, smoother hands will tell you why Pacquins is the largest-selling hand cream in the world!

When household tasks roughen or chap your hands, regular massage with snowy, fragrant Pacquins will soothe them... soften them... give them a well-groomed

smoothness. Pacquins leaves no greasy after-film.

Cherish your precious hands... keep that Pacquins jar within reach. For dream hands... take a hint from lovely Lynn Fontanne: cream, cream, CREAM your hands with Pacquins!

Among the famous stars who use Pacquins are: GLADYS SWARTHOUT • VERA ZORINA RISE STEVENS • GERTRUDE LAWRENCE



GLENYA WESTBROOK, NURSE: "Pacquins and I are old friends. It was originally formulated for nurses and doctors. Nurses' hands take a nasty beating—30 to 40 washings and scrubbing a day. We must have this kind of hand care."

Also: For extra dry skin—Red Label Pacquins contains Lanolin



On sale at all cosmetic counters in United States and Canada

"At Home" Clothes CONTINUED



PEIGNOIR of sheer blue wool is worn by Mrs. Robert Lee Brandt of Sands Point, N.Y. It is loosely comfortable and yet suitable for informal dinners.



CHINESE COOLIE PAJAMAS of inexpensive white cotton with Guatemalan sandals are Mrs. Isles's favorite informal wear around her country house.

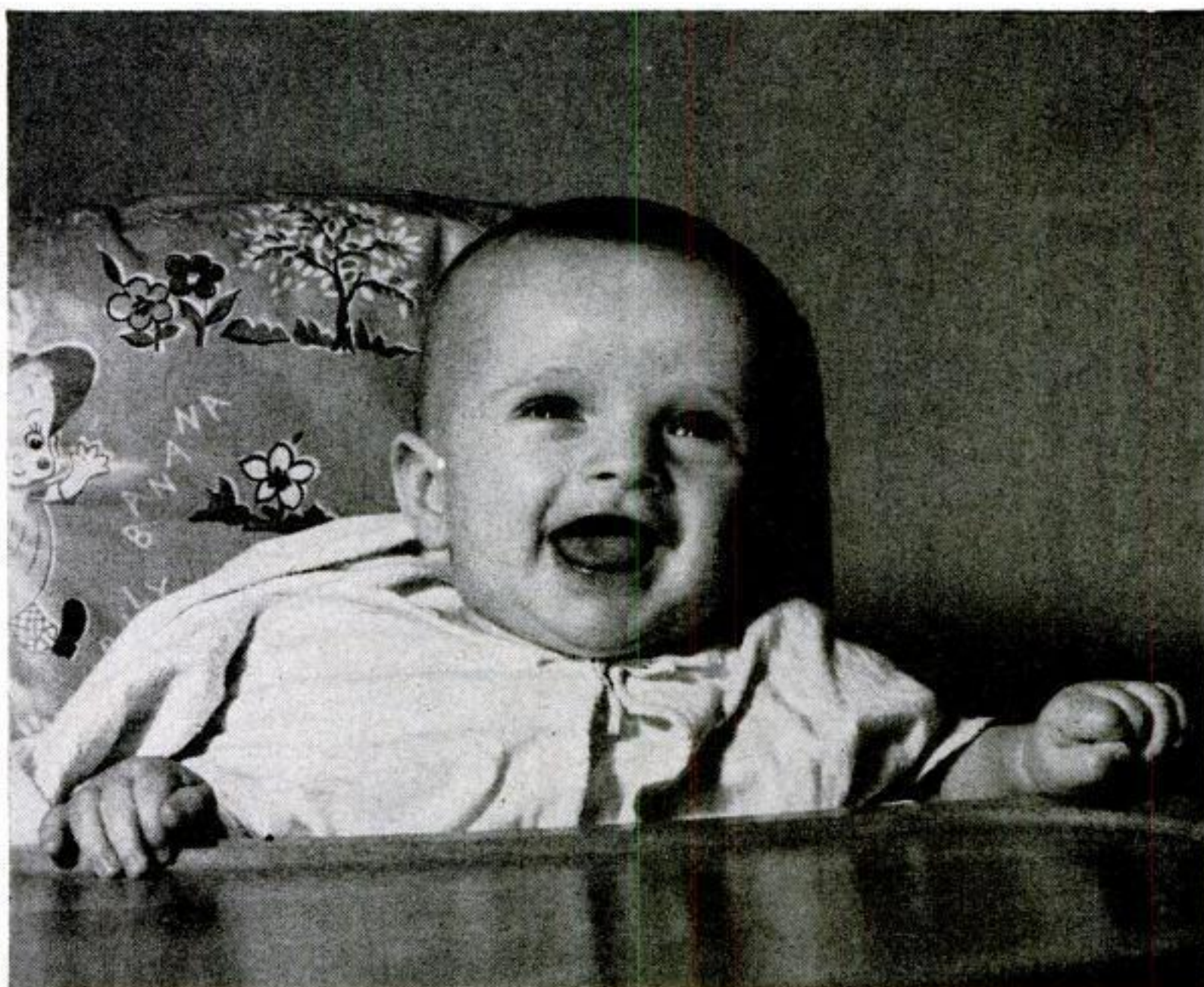


BULLFIGHTER PAJAMAS, custom-made by Castillo with a bolero jacket, are worn by Mrs. Philip Isles for entertaining in her New York apartment.



HOUSECOAT of pink and white taffeta is picked by Mrs. Rodman Wanamaker of New York. Mrs. Wanamaker likes pastel shades on her walls and on herself.

CONTINUED ON NEXT PAGE



For better pictures...

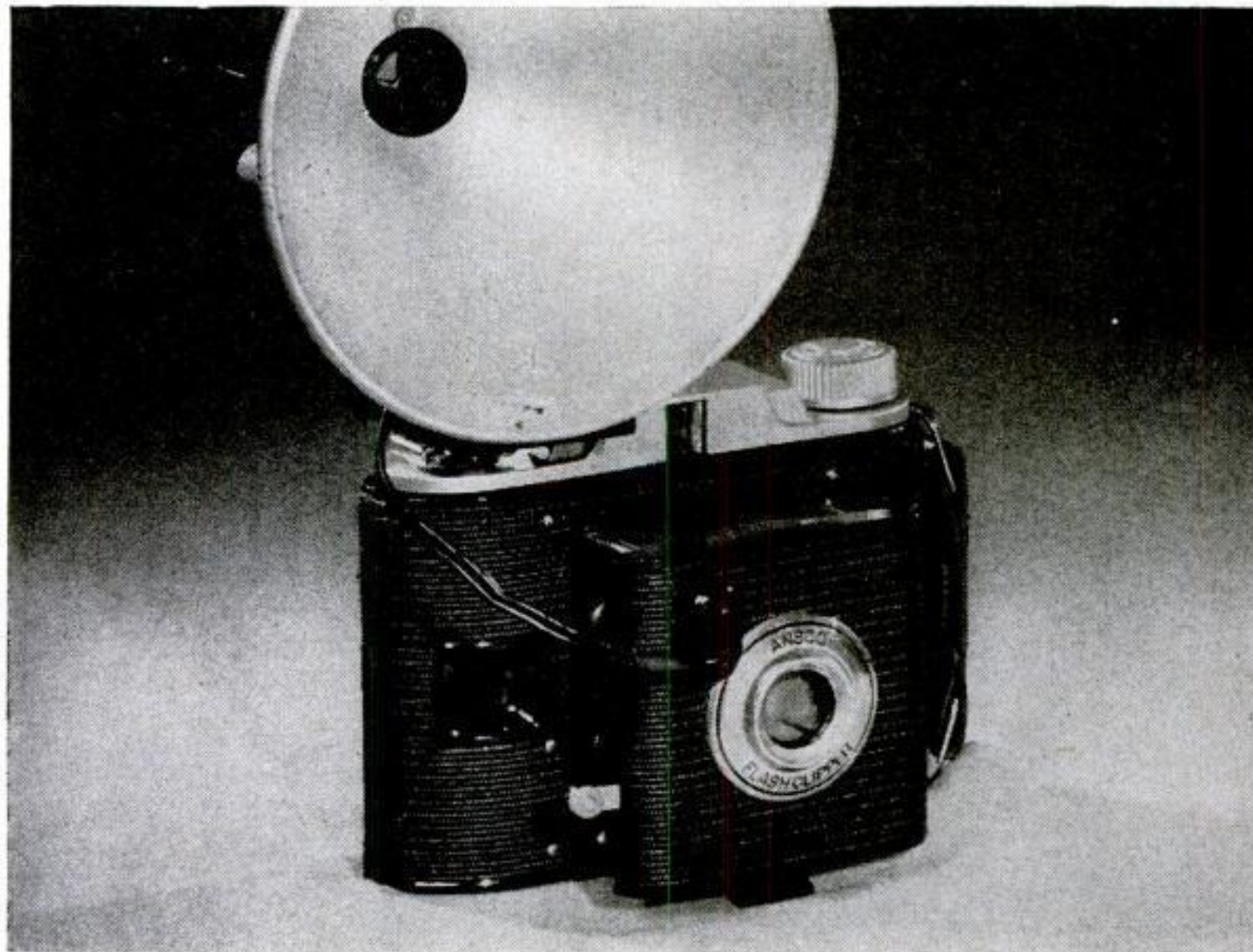
... **Use the film** with guaranteed results, Ansco Superpan Press Film.

Once you use this film, we know you will always "Ask for Ansco." In fact, we're so sure you'll be pleased with the results, that we're guaranteeing you'll get satisfactory pictures both indoors and outdoors. Directions, with each roll of film, tell you how easy it is.

And if you're not satisfied with the

pictures you get on Ansco Superpan Press Film, merely fill in the coupon your dealer will give you—and mail it, along with the negatives and original film carton, to Ansco, Binghamton, N. Y.

We will send you a new roll of film, free. We'll also show you how you can improve your picture taking. Hurry, though—this offer expires March 31, 1949.



... **Use the camera** that does the work for you. This amazing Ansco Flash Clipper Camera actually takes over your focusing and exposure worries.

For the Flash Clipper Camera has a factory-focused lens—a shutter that automatically gives correct exposure for average light conditions.

You can attach an inexpensive flash unit to this camera. Can take 16 pictures

to a roll. Only \$12.50, Flash Unit \$4.03, Federal Excise Taxes included.

And you'll get equally wonderful indoor and outdoor pictures with Ansco's Pioneer 20 Camera (only \$7.50) and Ansco's modern reflex-type camera, the Rediflex (only \$12.75). Ansco, Binghamton, New York.



ASK FOR **Ansko** FILM & CAMERAS

A DIVISION OF GENERAL ANILINE & FILM CORPORATION

if you can
flip a switch



**BLENDS
CHOPS
PUREES
BEATS
GRATES
CHURNS
MIXES
GRINDS**

you can switch to
exciting economical meals!

Now make heavenly dishes that call for hours of difficult preparation in seconds with the amazing Waring Blendor. Omelets, vitamin vegetable cocktails, sauces, sherbets... even mayonnaise and salad dressings come out satin-smooth, super-blended. Just put your ingredients into the Pyrex

container and flip the switch! You'll work magic with left-overs, prepare exotic dishes with economical cuts of meat. See the Waring Blendor prepare food—and wash itself—at better appliance departments everywhere... Standard Blendor \$34.95... DeLuxe Blendor \$39.50.

PREPARATION TIME: 20 seconds

Shrimp Bisque

Blend 2 cups milk, 1 T flour, 2 T butter, 1 t salt, dash pepper, ½ cup cooked or canned shrimp, 2 sprigs parsley in Waring Blendor about 10 seconds. Heat until thickened, stirring constantly. Serves 4.

PREPARATION TIME: 90 seconds

Waring Ham Ring

Place small coarsely cut onion, 2 eggs, a dash each of pepper, dry mustard, ginger, 1 T brown sugar, 2 cups diced cooked ham, 1 cup milk in Waring Blendor. Run about 30 seconds. Combine with 1 cup dry bread crumbs. Pack in oiled 1-quart ring mold. Bake at 350° F about 45 minutes. Serves 4.

PREPARATION TIME: 60 seconds

Surprise Tutti-Frutti Ice Cream

Place 1½ t unflavored gelatin dissolved in ¼ cup cold water in Waring Blendor with 1 cup light cream, ¼ cup sugar, ½ cup seedless raisins, 6 maraschino cherries, 1 t rum flavoring. Run about 30 seconds. Pour into refrigerator tray and freeze. Top with shredded coconut. Serves 4.

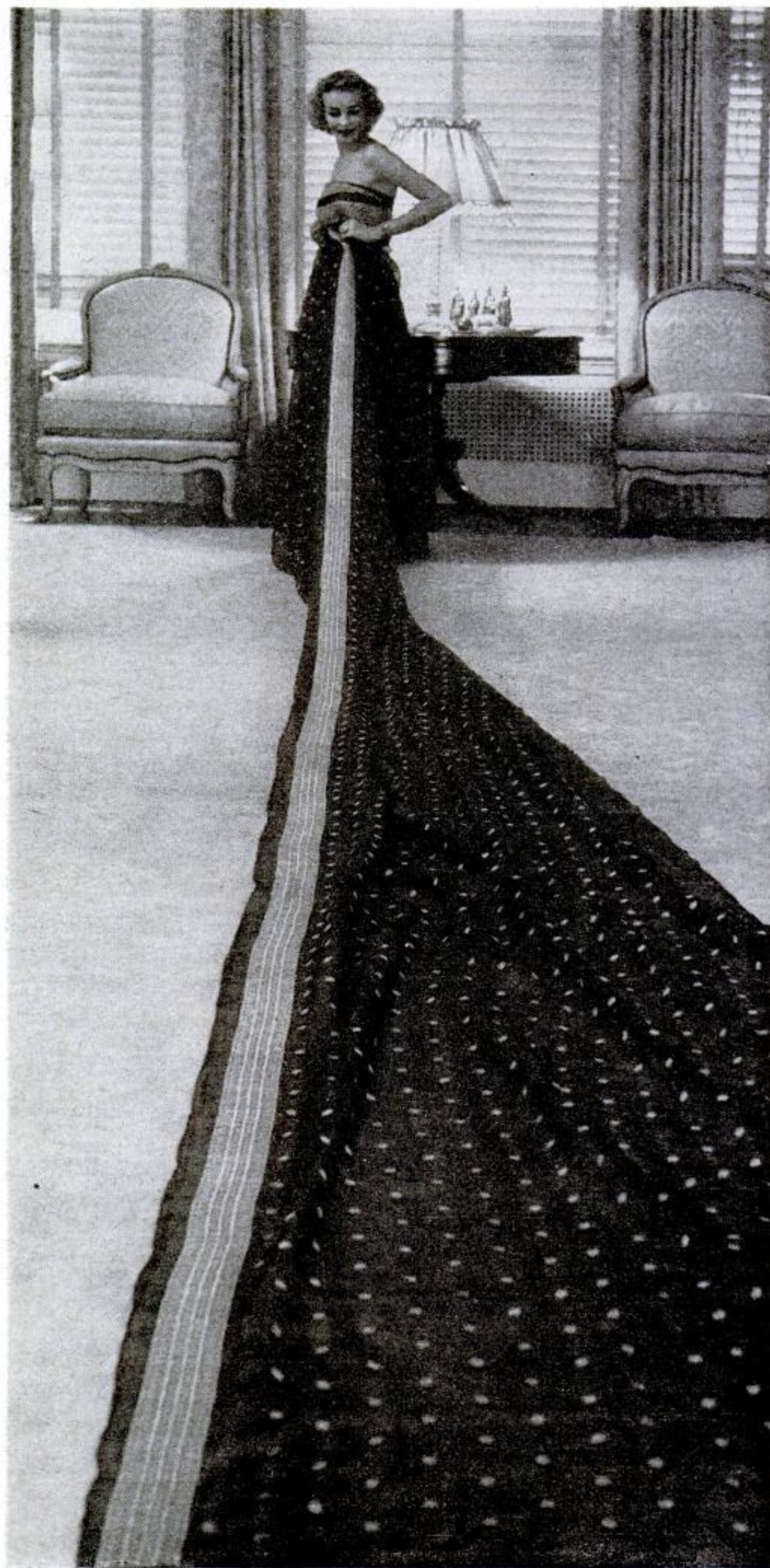
that wonderful



WARING BLENDOR

Waring Products Corp., New York, Makers of triple-purpose **WARING STEAM IRON**

"At Home" Clothes CONTINUED



THIRTY YARDS of embroidered Indian sari cloth and matching skirt are used by Mrs. Reeves Wetherill of Newton Square, Pa. in various ways (below).



ONE WAY is the sari, the traditional draped dress of the women of India.



ANOTHER WAY is using the matching skirt with Mexican peasant blouse.



This New Coffee Flavor Makes Early Morning Angels

*It turns Bears into Dears...it's a wonderful,
wonderful spirit-lifting success*



Life with That Man is a lot more livable since this "angel-making" new coffee appeared on the American breakfast table!

If That Man greets the morn and you with the deep-freeze silent treatment... you can thaw him out faster than you ever dreamed with a piping-hot cup of this heavenly new coffee! What makes it so heavenly?

Selecciones (Pronounced select-see-o-nays)!

Selecciones means just what it says... selection

... selection... selection... of all the coffees in Chase & Sanborn's new blend. Some are selected mostly to give the right body, some mostly for flavor.

Here's what you get in the "flavor" coffees:

- Selection from tree to cup! Selection from *pedigreed trees grown under shade*.
- Selection at the peak of ripeness—deep red—not green. Picked individually when mature—"spot-picked."

- Selection to assure uniformity of flavor—*hand-selected twice* before and after curing.

Yes, they're rich, ripe and uniform—these "flavor" coffees in Chase & Sanborn's new *Selecciones* blend! And the blend itself has a touch of genius! Try it! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back. Get your pound of Chase & Sanborn's *Selecciones* today! (It's vacuum-packed, of course.) And long live your houseful of early morning "angels"!

Selecciones
MEANS:
"SELECTED
FROM
TREE TO CUP"



SELECTED FROM "SHADE-GROWN"
PEDIGREED TREES

Chase & Sanborn's "flavor" coffees come from trees cross-bred like prize rosebushes—literally pedigreed. But to produce the richest-flavored coffee beans, these trees must grow under shade trees.



SELECTED FOR RIPENESS
AND UNIFORMITY

For richest flavor, coffee beans must be picked at the peak of ripeness. The "flavor" coffees in the new Chase & Sanborn are picked by hand for ripeness and uniformity, hand-selected twice, before and after curing.

FOR A DELICIOUS CUP
OF COFFEE INSTANTLY!

Mix it right in the cup!
No waste... no grounds
... no pot to wash. Ask
for the new Chase &
Sanborn Instant Coffee
Product.



Products of Standard Brands Incorporated, 595 Madison Avenue, N. Y. C.

The NEW Chase & Sanborn

A New Secret Blend
—"*Selecciones*"



The girl: Vivacious Rita Hunt,
Powers model
The shirt: Van Heusen
Button Down



The girl: Winsome
Jackie Copeland,
Conover model
The shirt: Van Heusen
Van Tux



The girl: Pert, saucy Pat Boyd,
Powers model
The shirt: Van Heusen "Four
Hundred" with
original, patented
Van Heusen Collar

six models you'll go for...

(Van Heusen shirt models, that is)



The girl: Beautiful
Helen Mueller,
Conover model
The shirt: Van Britt,
wide spread soft
collar with stays

The girl: Lovely
Bettina Bolegard,
Conover model
The shirt: Van Eden,
short, wide spread
fused collar

The girl: Charming
Madelon Mason,
Conover model
The shirt: Van Carson,
medium length soft
collar with stays

Every shirt with **COMFORT CONTOUR** collar styling . . . low-setting, smarter, neater!

Hard to choose between them? That's the problem Van Heusen's good-looking shirt models pose for most men! Each of these (and others not on view here) flatters you with . . .

- New low-setting "Comfort Contour" collar styling. • Laboratory-tested, Sanforized fabrics — a new shirt free if your Van Heusen shrinks out of size! • Action-tailored, figure-tapered fit.
- Tug-proof pearl buttons. • That well-known Van Heusen magic seamanship in every stitch.

It all adds up to mighty smart shirts at prices that pose no problem at all—\$3.50, \$3.95, \$4.95. The Van Tux, \$5.95.

Van Heusen

REG. U. S. PAT. OFF.

the world's smartest shirts

Phillips-Jones Corp., New York 1, N. Y. • Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



Step up and take a bow—
with white cake that *never fails!*

DUFF'S WHITE CAKE MIX makes the finest, lightest, *fluffiest* white cake you've ever tasted! The secret, of course, is in the rich, home-quality ingredients, so generously measured and masterfully blended. That's why it *pays* to buy Duff's... the *best* white cake mix of all!

FULLY-PREPARED... JUST ADD WATER—that's all!



JUST
ADD WATER.
THAT'S ALL!

DAN D. DUFF
The Gingerbread Man

NEXT TIME YOU SHOP
BUY THESE OTHER
DUFF'S MIXES, TOO!

THEY'RE ALL FULLY-PREPARED

HOT MUFFIN MIX



Chicken Pot Pie!
Deep-dish chicken pie... creamy sauce of chicken stock, mushrooms and new peas! Cover with a tender crust made easily with Duff's Mix. Good? You bet it is!

DEVIL'S FOOD MIX



Dixie Layer Cake!
And *scrumptious* is the word for this confection! Bake Duff's Mix batter in square pan. Divide in half for two layers. Frost with a coconut-marshmallow icing.

SPICE CAKE MIX



Drop cookies! The cookie jar pirates find tasty "loot" in freshly baked spice cookies. Add $\frac{2}{3}$ cup water to Duff's. Drop on greased cookie sheet, bake 12 min. at 400° F. Top with white icing.

WAFFLE MIX



Chipped Beef on waffles! Just try some tender-light, crisp waffles made with Duff's, nobly crowned with rich, zesty creamed chipped beef. It's a hearty meal that's easy, elegant and economical.





FAMILY AND FRIENDS BURY PETER STARCOVICH, ONE OF THE FIRST TO DIE IN SMOG, WHILE THE MILLS OF DONORA, PA. SEND UP SMOKE IN THE BACKGROUND

DEATH OVER DONORA

Smoky, lethal fog kills 19 people in a little Pennsylvania mill town

The 13,000 people of Donora, Pa., perched on a hillside over a bend in the Monongahela River, are used to living under a black cloud of smoke and soot from the steel plants, the railroad yards and the Donora Zinc Works. Around the zinc works no grass grows. Even up on the hill, where a few farmers try to make a living, vegetables are covered with soot and all the sheep are black. At bedtime, when Donorans put out their lights, they can still see smoke swirling across the ceilings.

From Oct. 27 to Nov. 2 a fog bank lay over the valley and the smoke and fumes mixed with the fog. Then, on Friday night, people started waking, gasping for air. Doctors went into action, one of them rushing down a street giving adrenalin injections to choking citizens who came out of their houses through the smog, pleading to be next. Within 48 hours 19 people were dead, more than 400 sick.

When rain finally came and washed the fumes away, Donora buried its dead (*above*) and the panic subsided. All of the dead had had respiratory illnesses, and the people of Donora were accustomed to the town's high incidence of respiratory deaths. Although four groups were investigating the deadly source, Donorans were cautious about getting tough with the industry that provided their living. For a few days the zinc works shut down, even then sending smoke over the town. But Donorans looked at the thinly drifting smog and said cheerily, "This is the clearest day we've had in years."



THE SMOG, smoke and fumes from the mills mixing with fog bank, still drifts through Donora on Sunday morning while sun tries to break through at upper right. That night rain finally washed most of it away.

day morning while sun tries to break through at upper right. That night rain finally washed most of it away.

Coughs Stop

fast WITH THESE SOOTHING
GLYCERINE TABLETS



Prove this for yourself. Let a Pine Bros. Glycerine Tablet dissolve in your mouth. If you have a cough due to colds, you'll have quick relief. That's because the glycerine in Pine Bros. covers your dry, irritated throat with a moist, soothing film, bringing almost instant throat comfort. Use them freely—they can't harm you.

WON'T UPSET YOUR STOMACH

10¢

U.S. ONLY
PINE BROS., INC., PHILADELPHIA

5 pleasing flavors

SAMUEL GOLDWYN PRESENTS

"Enchantment"

JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILMED!



Watch For It!

Death over Donora CONTINUED



TWO VICTIMS, ONE A ZINC WORKER (RIGHT) AND ONE A TRUCK DRIVER,



FLOWERS ARE LINED UP ALONG THE WALL FOR FOUR FUNERALS TO BE



REST IN OXYGEN TENTS AFTER A CLOSE CALL WITH THE POISONOUS SMOG



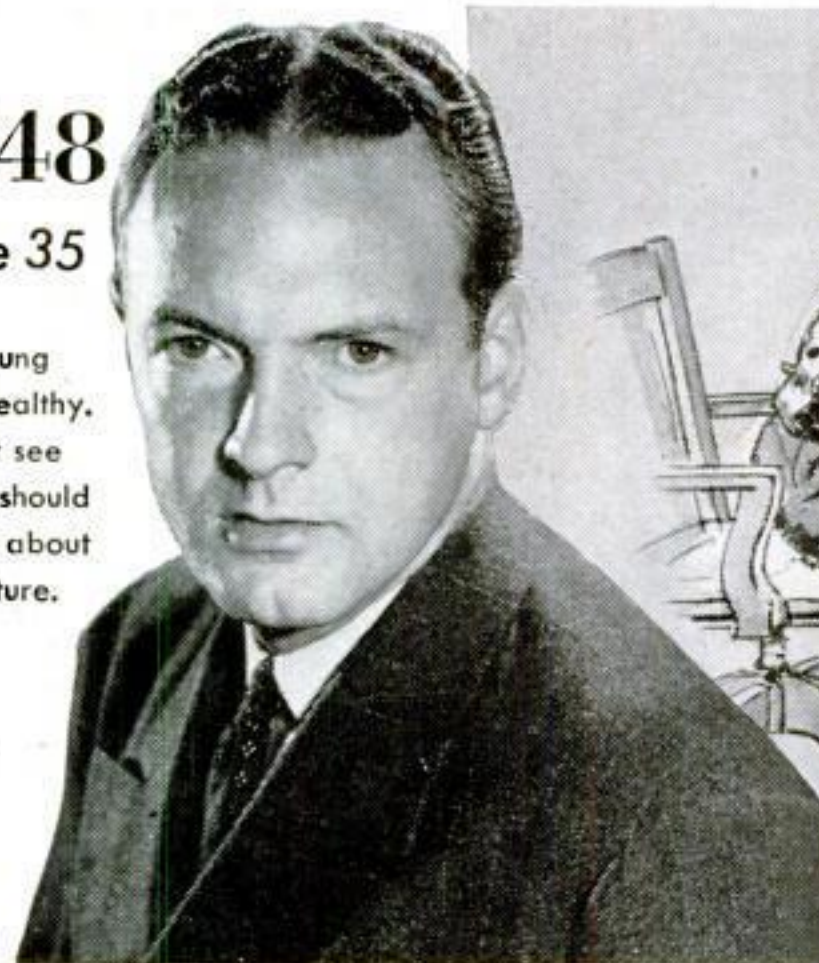
HELD BY ONE UNDERTAKER. BURIALS WENT ON ALL DAY FOR TWO DAYS

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1948

Age 35

I'm young and healthy. I don't see why I should worry about the future.



1973

Age 60

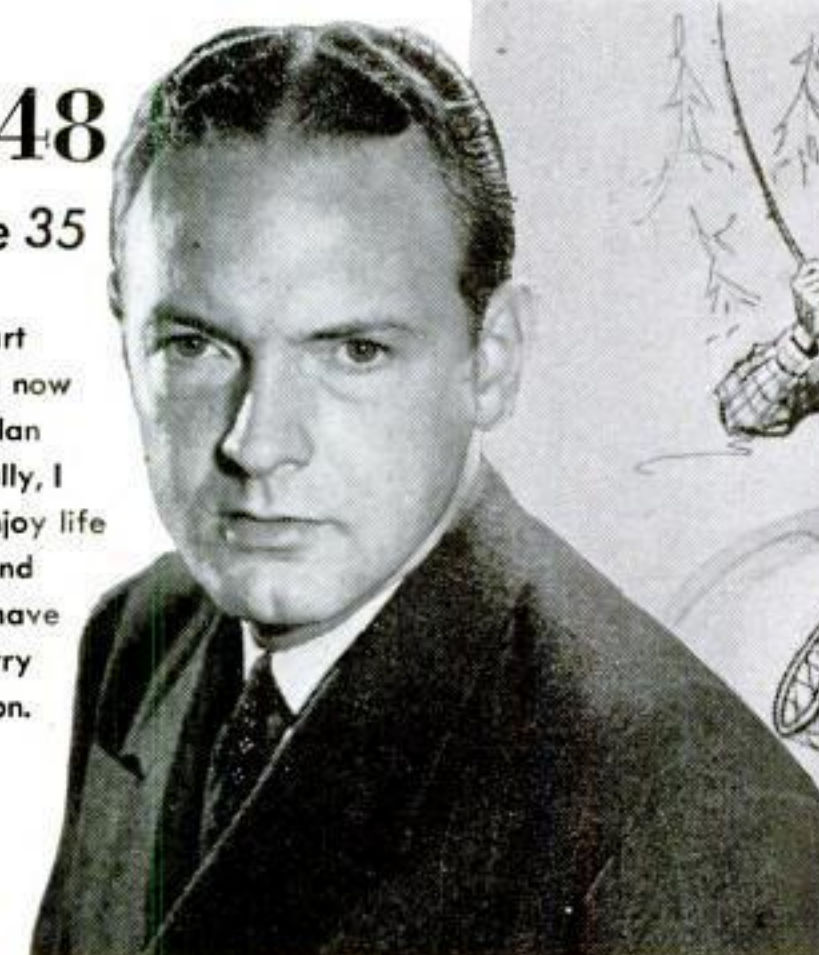


Think man, THINK!

1948

Age 35

If I start saving now and plan carefully, I can enjoy life now and won't have to worry later on.



1973

Age 60



A Penn Mutual Retirement Income Plan guarantees a lifelong monthly income to you at retirement. Should you not reach retirement age, it guarantees to your family the following: a large single payment, or a monthly income for a definite period of years, or a life income to your wife, or a combination of these options which may be selected by you or your beneficiary. Don't wait until time is too short and you are ready to retire. Get all the facts. Mail the coupon.

The person qualified to help you plan your insurance is the Penn Mutual Underwriter . . . an expert who will understand your problems and can quickly arrange your Independence Plan: a plan tailored to fit your income and cover your insurance needs.

THE PENN MUTUAL LIFE INSURANCE COMPANY

FOUNDED IN 1847

INDEPENDENCE SQUARE, PHILADELPHIA

A Billion Dollar Institution—With Over a Century of Security



The Penn Mutual Life Insurance Company
Independence Square, Phila. 5, Pa., Department L-2

I can save per week

\$2	\$3	\$5	\$10	\$15	\$25	?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How much guaranteed life income would I receive each month at age

55	60	65	(Check one)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(Check one)

Name _____ (L-2) Date of Birth _____

Address _____

JOHN GARFIELD says:

**"JERIS RATES
AN OSCAR FOR THE
SWELL WAY IT KEEPS
MY HAIR ALL DAY!"**



JOHN GARFIELD
starring in
Bob Roberts' Production
"Force of Evil"
for Enterprise Studios

KEEP YOUR HAIR WELL-GROOMED Free of Dandruff Too, with "Double-Action" Jeris!

Guard your hair and scalp the amazing way so many movie stars now do. Use famous Jeris Antiseptic Hair Tonic daily, with massage. Jeris' remarkable "double-action" not only keeps your hair neat and smooth... but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS* ON CONTACT! Antiseptic action instantly removes unsightly dandruff flakes from hair and scalp.

(2) JERIS STIMULATES THE SCALP! Daily massage with Jeris awakens blood flow. Nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take John Garfield's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

* (Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.



JERIS

ANTISEPTIC HAIR TONIC

Death over Donora CONTINUED



GARDEN NEAR THE ZINC WORKS (background) never grows although Mrs. M. Chesney keeps trying every year. She has tried to sell house but cannot.



DOCTOR who worked during the smog calls it "murder from the mills."



FARMER near town shows how black his hands get from soot on his crops.



WORKERS sit around in center of town after being laid off while the zinc works was closed down for a week. The plant is a subsidiary of U.S. Steel Corp.

Good Foot Work!

You can't beat these . . .
Here are just a few examples
of the *INTER WOVEN
*UNIVERSITY SERIES . . .
Campus Favorites . . . in-
cluding 100% Wool Kroy or
Negafel Shrink-resist treated
. . . and New 100% Krinkle-
fibre Nylon *Softies . . . Soft
. . . Comfortable . . . Good-
looking Socks that really
WEAR.

COPYRIGHT BY
INTERWOVEN
STOCKING
COMPANY
1948

Inter woven

The most called-for Make
The largest selling Brand
THE GREATEST NAME
IN SOCKS

* REG. U.S. PAT. OFF.

Pick Brach's
and you pick



Chocolate Cherries the finest!

BITE INTO A LUSCIOUS Brach's Chocolate-Covered Cherry—savor the richness of the chocolate, the luscious mingling of maraschino syrup, and the smoothness of vanilla creme. Mmm—here is a *dream* of a candy treat that's a whole *medley* of glorious flavors!

● ● To make this superb confection, Brach takes choice cherries—treats them with a heavenly maraschino syrup blended from costly imported flavorings. Then the cherries are embedded in velvety, triple-whipped vanilla creme and coated with Brach's own matchless chocolate specially blended from imported cocoa beans.

● ● Exceptional care and skill have been reflected in Brach's quality candies for 44 years now. That's why—when you ask for Brach's Chocolate-Covered Cherries, candy bars or any other candies—you can be sure you're all set to enjoy candy at its fresh, delightful best!

Brach's

FINE CANDIES

You can be sure... if it's Westinghouse



There's one way to be *sure* of honest engineering, authentic styling, real listening pleasure when you buy a radio ... *buy Westinghouse!* The set shown here, for example, has extra value features usually found only in sets costing hundreds of dollars more. It has exclusive Automix record changer, Electronic Feather reproducer, Rainbow Tone FM, 25 watts of undistorted output, two short wave bands, plus a magnificent period cabinet of fine mahogany. Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa.

Listen... and you'll buy **Westinghouse**

Listen to Ted Malone every morning Monday through

Friday ABC Network

New Furniture

Top American designers make it simple, slim and comfortable

For the first time since the 18th Century, Americans can buy furniture created and signed by designers of distinction and originality. Some of their work is shown here. It is very modern, simple and even stark because its designers, like Eero Saarinen (*below*), feel that these qualities are more in tune with present ways of living than traditional imitations of Chippendale, Sheraton and Duncan Phyfe.

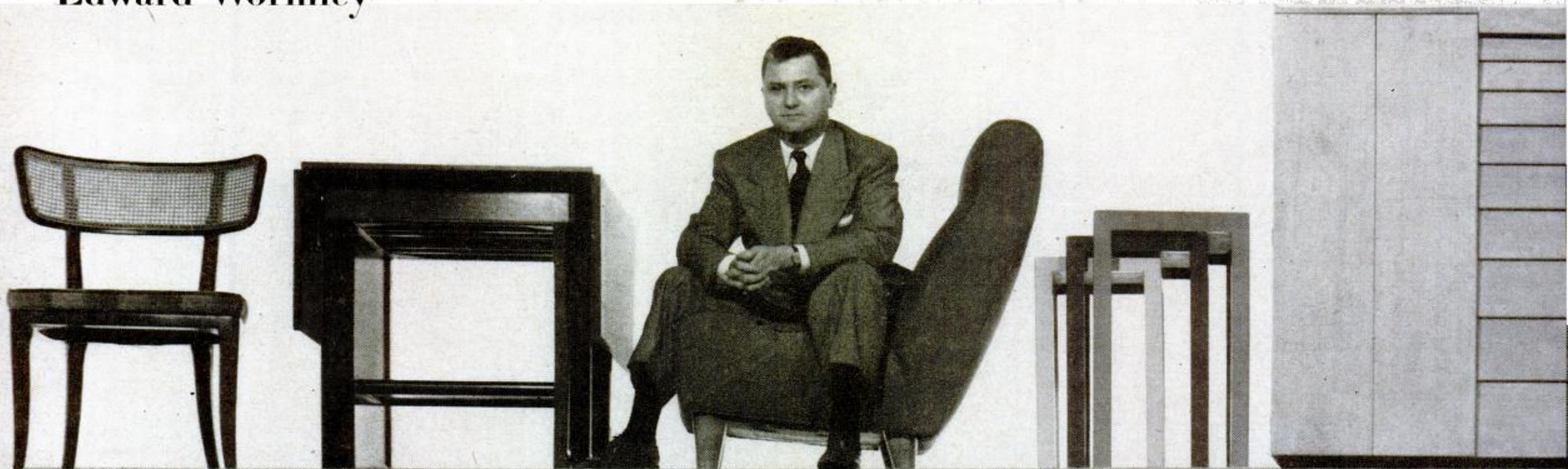
Some of the big names in contemporary

furniture design are Wormley, Nelson, Robsjohn-Gibbings and Risom, all of whom employ wood construction in simple forms. Most of their pieces are expensive. Other designers, more revolutionary, are Saarinen and Charles Eames, who use industrial materials like foam rubber, steel tubing, plywood and plastics to produce strange and unfamiliar shapes which are nonetheless comfortable and which, if more widely accepted, could lead to a whole new kind of really cheap, handsome furniture.

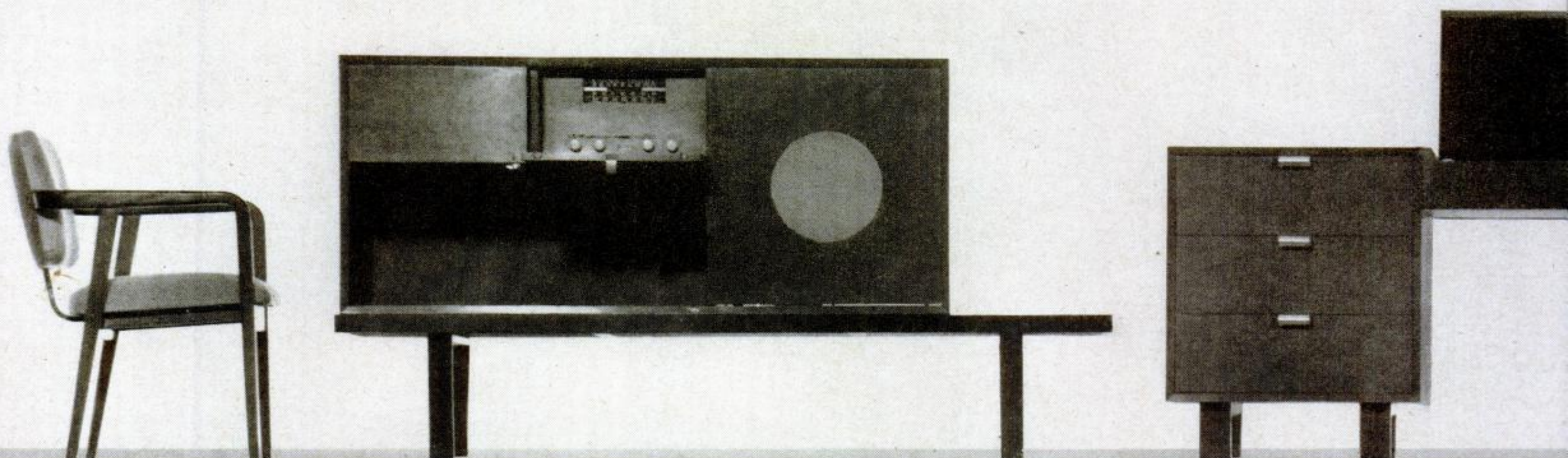


EERO SAARINEN RELAXES IN HIS FABRIC-COVERED PLASTIC-SHELL CHAIR (KNOLL ASSOCIATES, \$210)

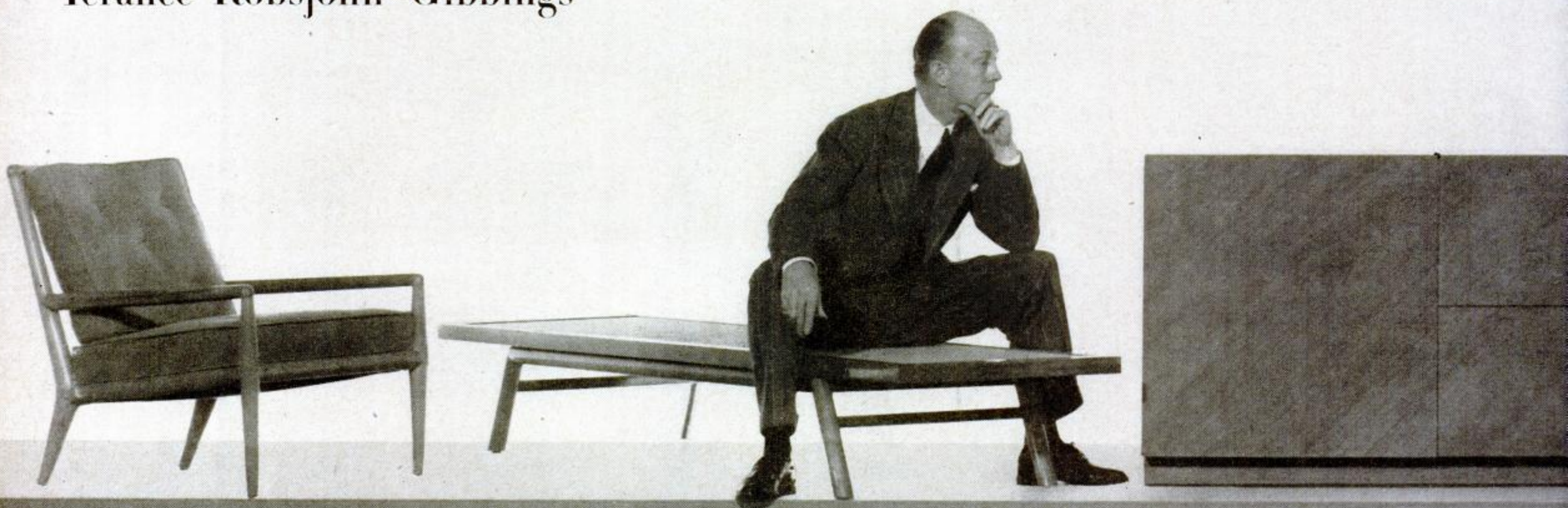
Edward Wormley



George Nelson

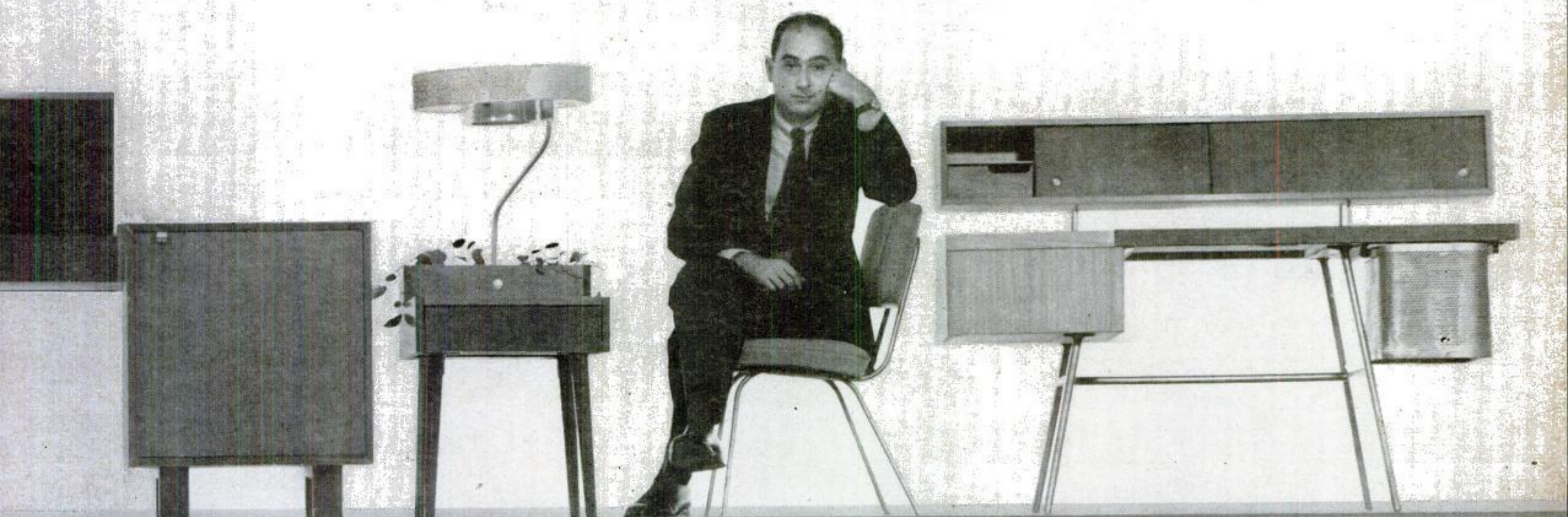
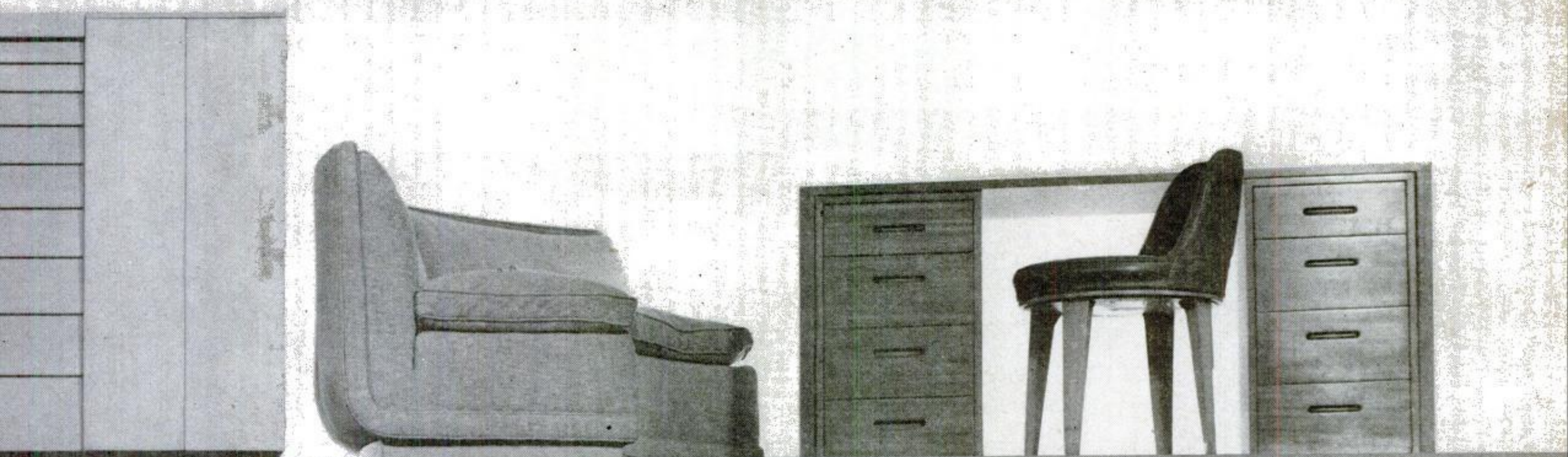


Terance Robsjohn-Gibbings



Three designers perch among the best examples of their handiwork

EDWARD WORMLEY, sitting among his creations (*top*), has designed 2,500 pieces of modern furniture since 1933. His newest are, left to right, a cane-back dining chair (\$188), extension table (\$569), easy chair (under Wormley, \$224), a nest of three tables (\$184), wardrobe cabinet (\$685), curved sofa (\$495), swivel desk-chair (\$119) and desk (\$508). These Wormley designs are made by the Dunbar Furniture Manufacturing Company.



GEORGE NELSON (*middle*) is an architect whose dissatisfaction with ordinary furniture spurred him two years ago to begin designing some of his own. These pieces, made by the Herman Miller Furniture Company, are, left to right, an armchair (\$63), radio-phonograph cabinet and platform bench (\$224), vanity table flanked by cabinets (\$322), chair-side table with built-in, fluorescent lamp (\$190), dining chair (\$34), desk (\$348).

T. H. ROBSJOHN-GIBBINGS (*bottom*), interior decorator and author of *Good-bye Mr. Chippendale*, is astride his \$325 cocktail table, created for Widdicomb Furniture Company. His other designs, to be marketed next spring and for which prices are still approximate, include an armchair, (*left*, \$250), dining-room chest (\$900), ottoman (\$100), chair (\$200), desk (\$400). All are in light-colored woods characteristic of Robsjohn-Gibbings.

Speak up!

—and
be
counted



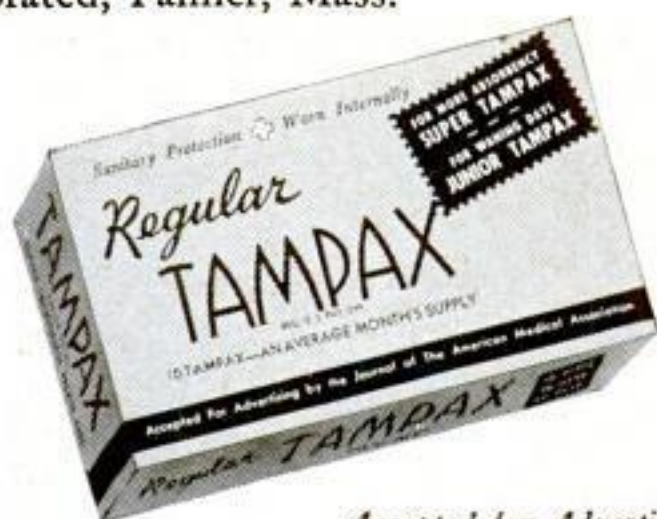
Have you
joined
the Tampax
millions?

Surely you know that a great many other women heartily approve of Tampax and if you have not adopted it yet—why not? This modern monthly sanitary protection clears away all the worries caused by the older "outside" method. For Tampax (the invention of a doctor) is worn internally and the user actually is unaware of its presence.

No belts, no pins and no external pads are worn with Tampax. Therefore no bulk to slow you down. No edge-lines to fret about. No chafing and no odor. Nothing in fact to distract your attention or lower your self-confidence. . . . Made of pure surgical cotton compressed into slender applicators, Tampax is easy to use, quick to change and no trouble to dispose of.

Now are you ready to join the millions who have these advantages every month? You can get Tampax at drug stores and notion counters. Three absorbencies—Regular, Super, Junior. An average month's supply will slip right into your purse. And there's an economy box with 4 months' average supply. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

NO BELTS
NO PINS
NO PADS
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TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

New Furniture CONTINUED



Jens Risom

Youngest (32) of the topflight designers, Risom is son of Sven Risom, famous Danish architect. In the U.S. since 1939, Risom has his own manufacturing firm, which built walnut sideboard (\$348), armchair (\$108), glass-top table (\$99) and magazine table (\$54) shown above.



Charles Eames

Using molded plywood and spindly steel, Eames's comparatively low-cost furniture is characterized by its stark simplicity. Distributed by Herman Miller Co., his designs include rectangular coffee table (\$45), round coffee table (\$40), dining chair (\$35) and occasional chair (\$35).



"Never knew she had
such nice legs!"



That's what you
are apt to hear about
girls who wear WUNDER-
HOSE. Whatever the leg-
type, the occasion or
the budget, there's a

WUNDERHOSE stocking to fit it.

Try seam-frees, full-fashioned,
tailored-seams—get Du-
rene cotton anklets, too
in butterfly colors.



Wunderhose

RICHMOND HOSIERY MILLS, ROSSVILLE, GA.
WUNDERHOSE • EVERWEAR • ARROWHEAD

HEAD-COLD MISERY?

Quick relief with
MENTHOLATUM



• Don't give up to head-cold misery—reach for Mentholatum. Feel Mentholatum's famous combination of menthol, camphor and other fast-acting ingredients help thin out thick mucus, lessen congestion, soothe smarting nostrils. Soon soreness eases up, head starts to clear, you can breathe again in comfort. In tubes and jars—35¢ and 75¢.

MENTHOLATUM



1. Cautious Cal, the Counselor, came warily to town
And, lawyer-like, he cautiously went searching up and down—
Until before one hotel door he cried: "Here ends my quest!
I'll register at Statler . . . where you really *are* a guest!"



2. Just before he fell asleep: "I like my room," he said.
"Good chair, good lights, good radio, *and* Statler's famous bed
With its eight hundred springs and more—there's not a thing I miss.
For comfort, even Taj Mahal could not compare with this!"



3. "At close of weary day in court I look ahead with hope
To Statler's stacks of snowy towels and generous piles of soap.
Hot water floods me up with suds, soaks dust and cares away.
It's evidence that they are right who claim *grime doesn't pay!*"



4. At dinner time our hero said: "All I want is a bite."
But once he tasted Statler food he almost ate all night.
"It's obvious," the lawyer cried, "that Statler's chefs are able
To make their meals taste so darn good one hates to leave the table."



5. "My stay at Statler," Cal proclaimed, "was happy inspiration.
I liked your friendly service, and your heart-of-town location.
And thanks to all, I'm on the ball, I'll really ring the bell.
That isn't legal language, but . . . *the Statler sure is swell!*"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For *immediate* replies, without uncertainty, use the teletype service near you.

THE LUSTRON HOME

REG. U. S. PAT. OFF.

... now in



Millions of people are seeing for the first time the benefits of mass production, unit assembly and engineering know-how applied to home building as it has been applied in the past to automobiles. Above is a typical crowd at the Chicago demonstration home in August.

THE HOUSE AMERICA IS TALKING ABOUT

During the past few months the public has been invited to visit Lustron demonstration homes in New York, Washington, Chicago, Detroit, Milwaukee, St. Louis, Des Moines, Indianapolis, and many other communities.

Here are five things that impress people most:

Size of Rooms—Visitors are generally surprised and delighted by the size of the rooms and feeling of spaciousness provided in the more than 1000 square feet of floor space—all on one floor.

Built-In Features—Women go into raptures over such features as the beautiful built-in dressing table with its 6 x 3½-ft. mirror, the built-in bookcase, seven large closets and generous cabinet space. They also appreciate the built-in dishwasher-clotheswasher, automatic hot water heater and the thermostatically controlled heating plant.

Atmosphere of Cheerfulness—We have yet to find a woman who does not like the cheerful, tasteful color combinations—both inside and outside.

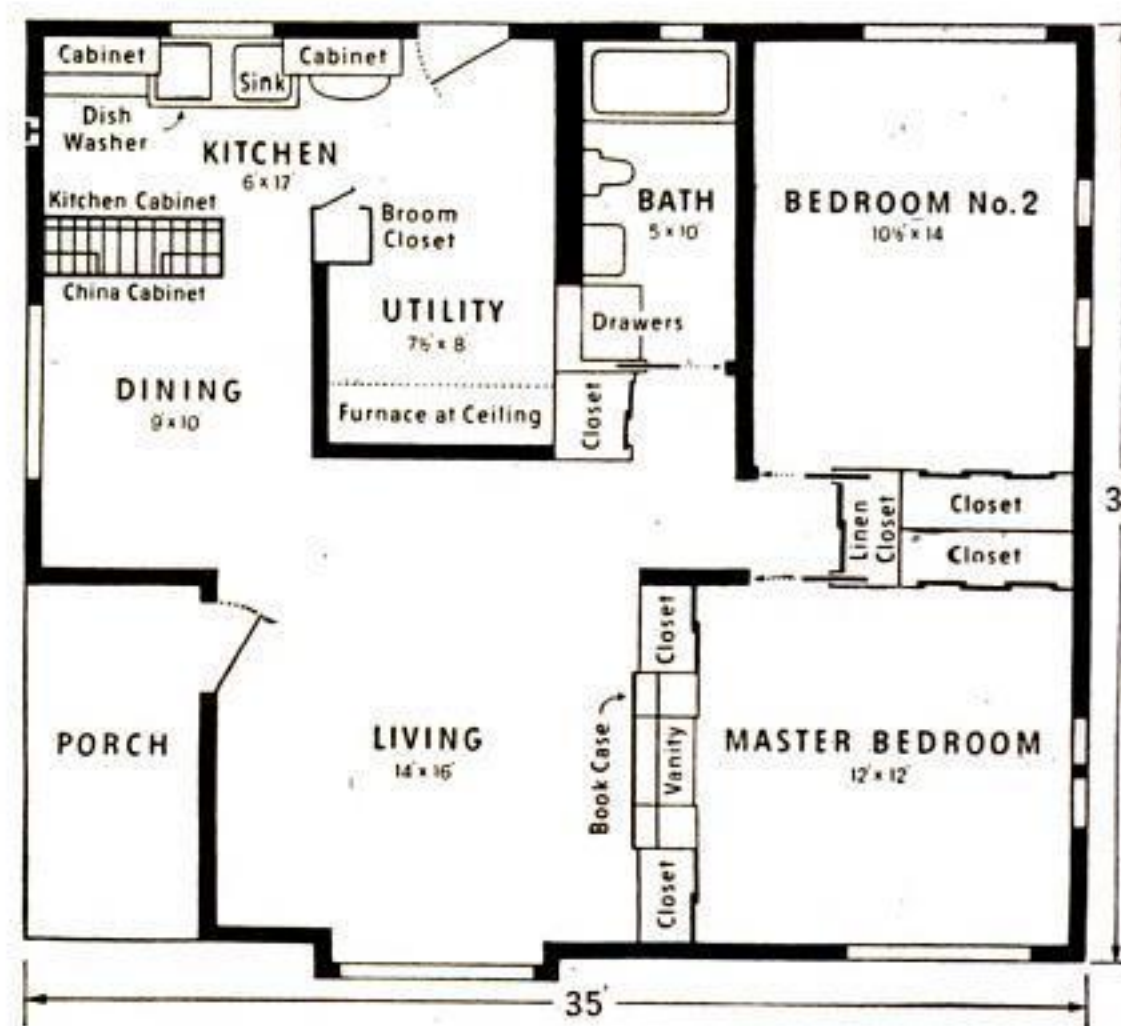
Ease of Keeping Clean—Women immediately recognize the advantages of the non-glossy porcelain enameled steel which can be kept clean with a damp cloth. As one woman put it, "Why, I can keep this house clean in less than an hour a day—and never need spring and fall house cleaning."

Feeling of Permanence and Stability—The sturdiness of all-steel construction is immediately recognized and commented on.

Only actual experience with the Lustron Home will bring out its many other advantages—its healthful radiant panel heating from the ceiling—its complete insulation against heat and cold—the fact that it is fireproof, decay-proof, verminproof, ratproof and stainproof—the fact that it never needs repainting or reroofing.

The Lustron Home is sold at a price well within the means of the average American family, who has long deserved a home of its own.... Erected on the site by a specially trained builder-dealer.

LUSTRON CORPORATION, Box 2023A, Columbus, O.



volume production

A PRODUCTION REPORT BY CARL G. STRANGLUND, PRESIDENT, LUSTRON CORPORATION



Carl G. Strandlund, Builder

It is now my pleasure to be able to talk in terms of accomplishments rather than objectives. As this statement goes to press, complete Lustron Homes are rolling out of our Columbus plant in ever-increasing number, ready for erection by builder-dealers in various parts of the country.

When you build a new industry from the ground up you can naturally expect some headaches, heartaches and backaches, and I can assure you that we have had our share.

The fact that we have been able to get started as quickly as we have, after moving into an empty plant last November, is a tribute to the almost superhuman energy, ability and faith of a lot of people.

Lawmakers Recognize Need

It would not have been possible without the bipartisan support of forward-looking senators and representatives who recognize the fact that there are millions of families in this country who deserve good, modern roofs over their heads at a price they can afford.

Naturally we could not have turned a wheel without the cooperation of both our nation's great steel industry and the building trades of the American Federation of Labor.

For a while it looked as though we could not get steel, but that problem, like many others, melted away under the ground swell of public opinion, based on the intrinsic merit of our product and our demonstrated ability to render the public a service long overdue in this great country of mass production.

Cooperation All Along the Line

Also, I want to thank publicly the suppliers of plant equipment who turned themselves inside out to take care of us in

record time. Our own engineers—every one of our personnel—worked like beavers. They know how I feel.

The result is comparable only with what was accomplished in some of our big war plants after Pearl Harbor.

We appreciate also the cooperation of municipal officials who, after seeing the Lustron Home, have been quick to approve it under their building codes.

"A New Standard for Living"

The same goes for mortgage bankers who look on a Lustron Home as first-grade collateral for a maximum loan.

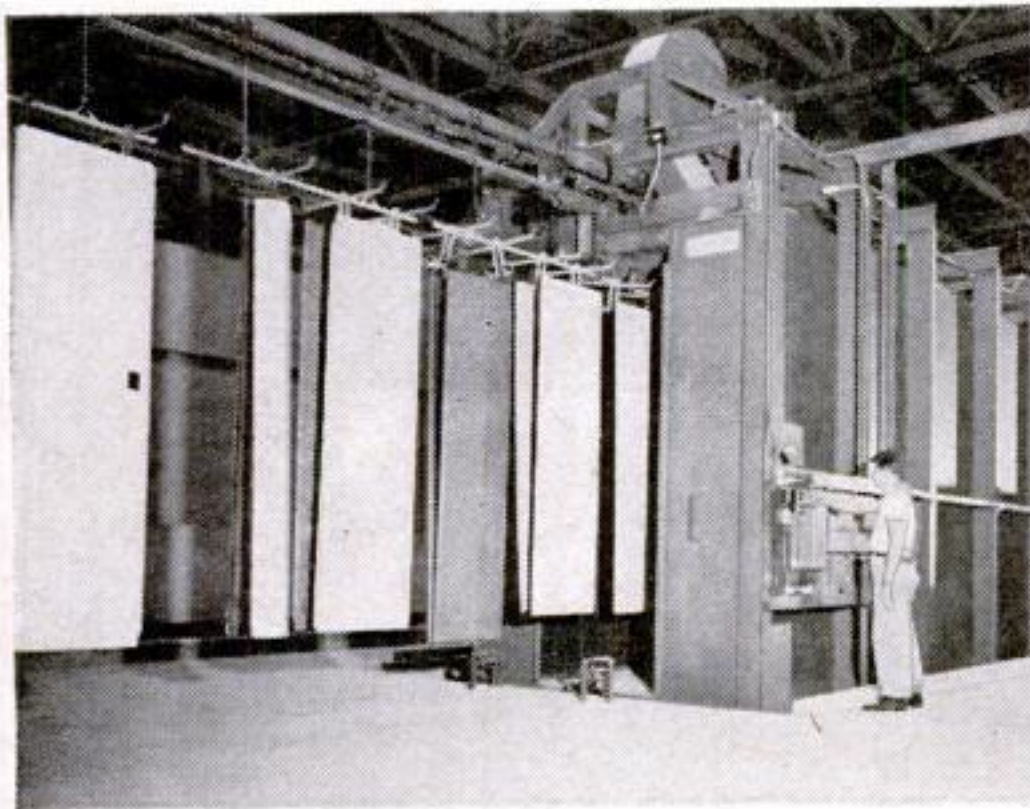
I am gratified to learn that the millions of people who have visited our demonstration homes have found them not just modest-priced houses, but literally "a new standard for living" with advantages never found before in any house at any price.

I wish I could tell you when you can get a Lustron Home. All I can say for sure is that the plant is rolling, and we will build—build—build—as fast as human ingenuity, modern machinery and the steel supply will permit.

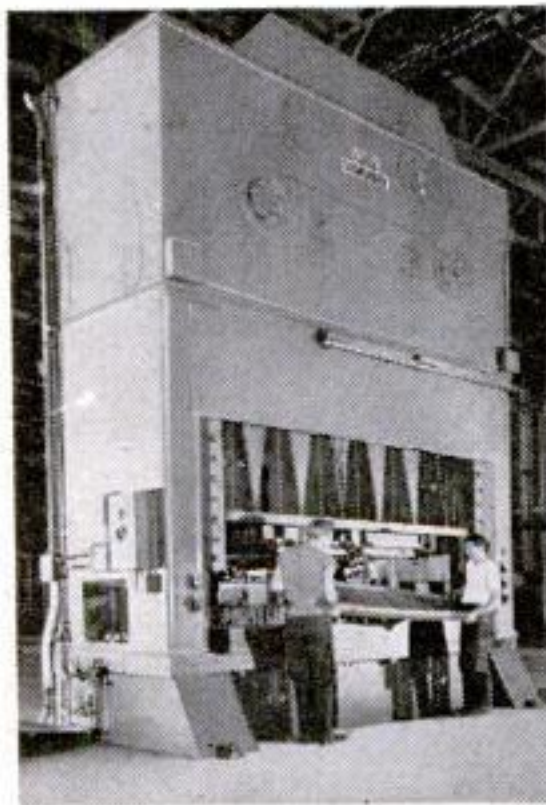
C. G. Strandlund

© L. C.

CARL G. STRANGLUND, President



Lustron panels on their way through one of the giant enameling furnaces—one operation in the world's largest porcelain enameling plant, where fabricating, enameling, subassembly, packaging and shipping are coordinated in smooth production.



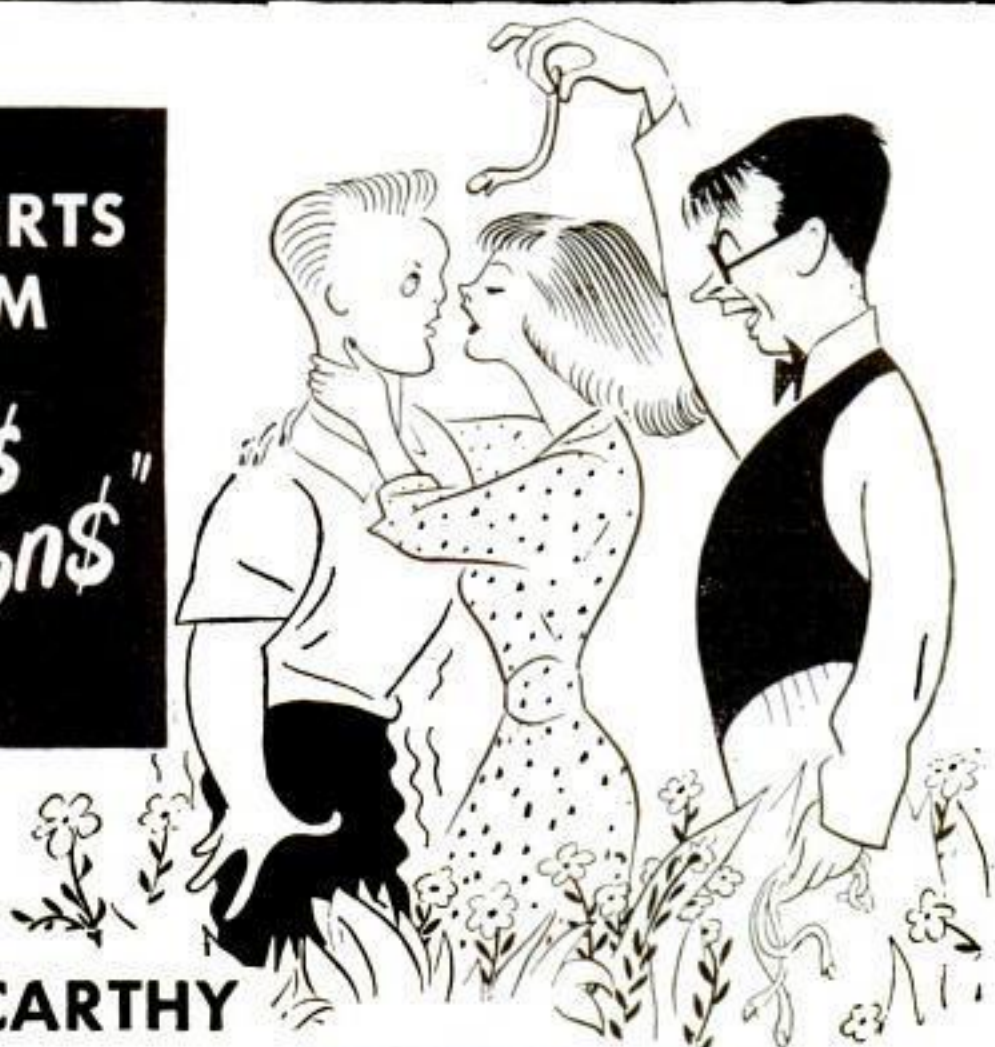
Giant press, familiar in automobile manufacture, here stamps out roof panels of porcelain enameled steel for new Lustron Homes.



Here is where the Lustron Home is made. More than one million square feet of production area has been completely converted to render the public a service in home building that is long overdue. Volume production, interchangeable parts, mass purchasing, unit assembly, and many other features of production-line technique are fully utilized.

**FUN EXPERTS
ACCLAIM**

*"Miss
Tatlock's
Millions"*



CHARLIE MacCARTHY

says:

*"It's funnier
than Bergen in long
underwear!"*



Laugh all the way when John Lund, sensational star of "A Foreign Affair", has to be whacky to remain wealthy. Guess to the end ... as a blue ribbon cast, including lovely Wanda Hendrix, star

of "Ride The Pink Horse", balmy Barry Fitzgerald and meanie Monty Woolley romp through a blue streak of merriment. The fun is coming soon at your favorite theatre.

SWANSON

*"PENNY" says... "For Your Holiday Turkey
...IT'S SWANSON ALL THE WAY!"*

The tender goodness of a Swanson turkey on your holiday table is no accident. From growing flocks to festive platter, Swanson skill and Swanson standards pamper and improve these regal birds. Completely cleaned, (eviscerated), then quick-frozen at 45° below zero, they're oven-ready except for adding the dressing... If Swanson frozen turkeys are not yet available in your market, get a foretaste of their goodness by trying other delicious Swanson products.



**TRY SWANSON READY-TO-SERVE
POULTRY IN CANS**

All meat, no bones, no waste, pressure-cooked in its own rich juice and ideal for pot-pies, casseroles, a la king — Swanson Boned Turkey (or Chicken)... Another wonderful Swanson food — Swanson Chicken Fricassee, ready-cooked in real butter gravy.



**C. A. SWANSON & SONS
OMAHA, NEBRASKA**



YOUNG TURKEY

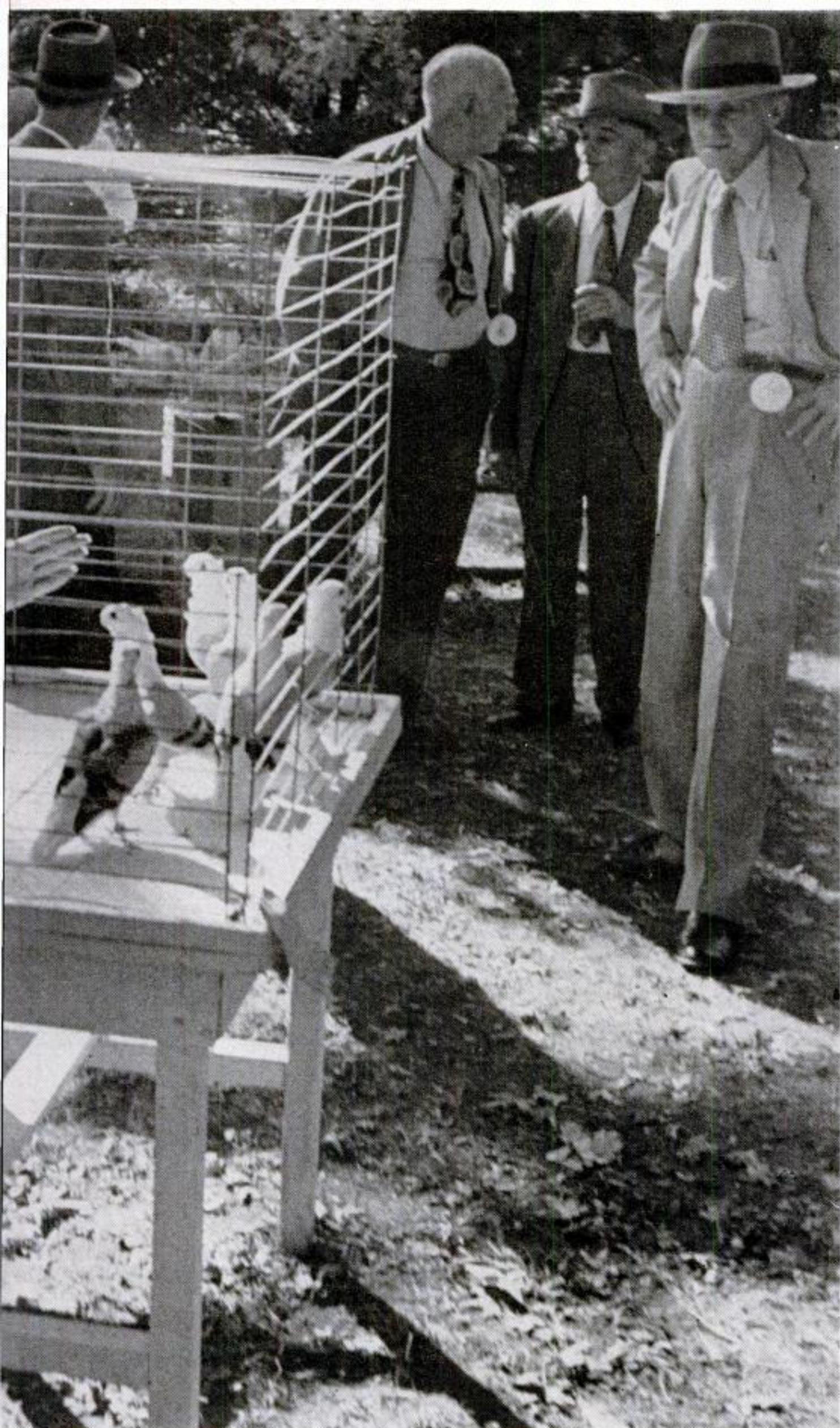


FANCIER CHARLES SPITTLE COAXES SIX SHY, BLUE TURBIT PIGEONS IN

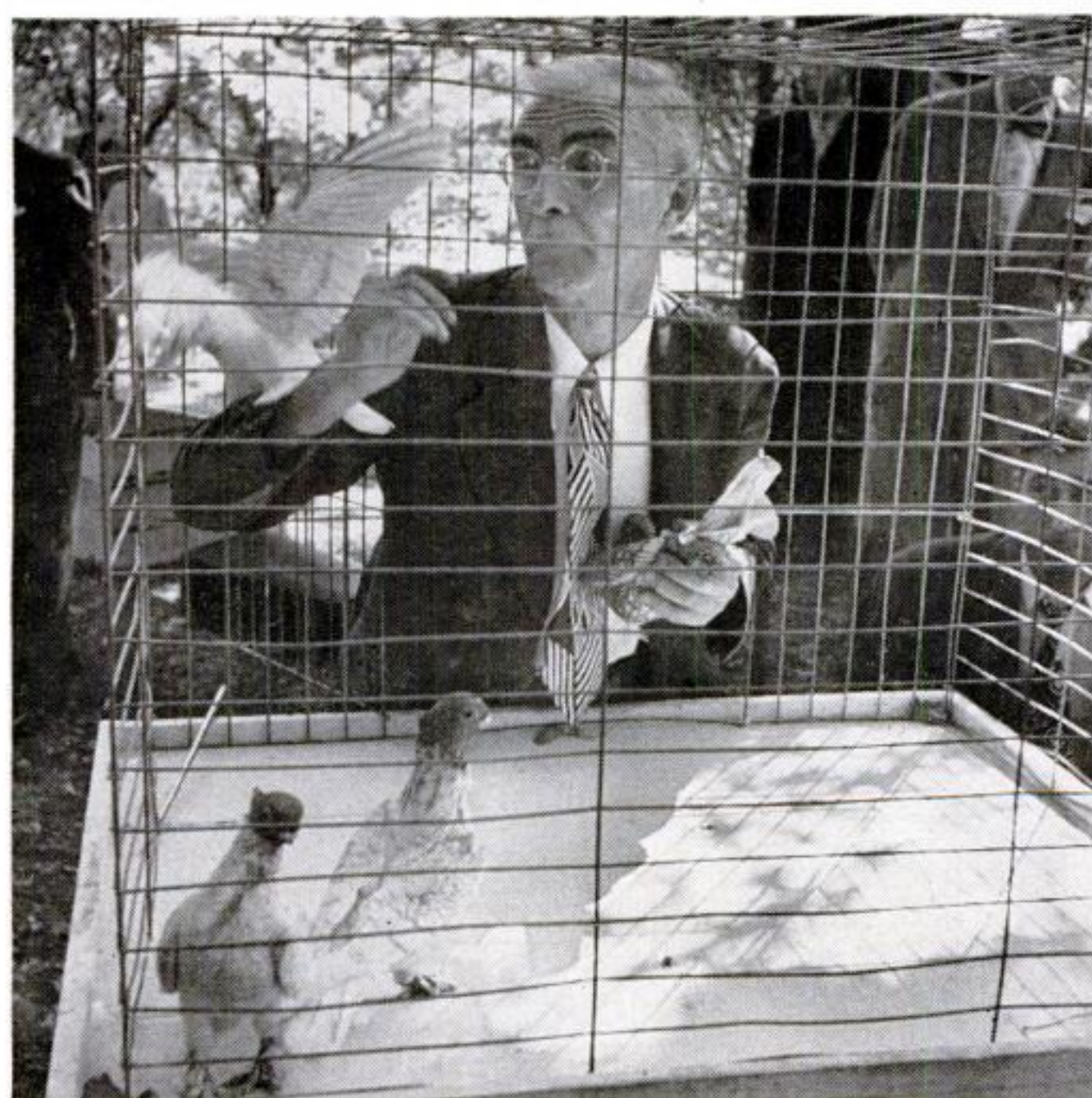
PIGEON PARTY

**The well-bred members of a big bird family
assemble for a lawn affair at Bethesda, Md.**

One of the big pigeon parties of this season took place at the home of Mr. and Mrs. Elisha Hanson in Bethesda, Md., where more than 300 pigeons and 500 pigeon lovers assembled last month on the lawn. To the party came well-bred members of the big pigeon family: Blue Turbits (above), Oriental Frills (right), Tumblers (pp. 124, 125), Pigmy Pouters and the Mookees, one of the oldest of pigeon breeds. These were all young birds, born this year, which had been brought together by members of the National Capital Pigeon Fanciers Association. The fanciers were anxious to study and to exhibit the new birds which will compete at big-time pigeon shows this winter. The fanciers stroked the birds' necks, tugged at their wings and ruffled their tail feathers, sometimes even strutting back and forth like birds themselves to help along the pigeons. Through all this the pigeons cooed contentedly, bobbing their heads as they walked around their cages. Only the Parlor Tumbler pigeons seemed upset. The name Parlor Tumbler stems from a time when their ancestors flew high, somersaulting smoothly as they went. Today the adult Parlor Tumbler, through breeding, has lost its power of flight but still is able to do some aerial acrobatics (next page).



A SHOW CAGE TO COME OVER TO HIM CLOSE ENOUGH FOR INSPECTION



STRUGGLING TO FLY, an Oriental Frill pigeon escapes the proddings of Louis Stichler. These fancy pigeons were once considered sacred in India.

CONTINUED ON NEXT PAGE



*There's no Gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin
100% Neutral Spirits Distilled from Grain

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

The Fastest
Racing Dog Runs
A Quarter-Mile
In 25.1 Seconds...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST !

To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.

Amazing is the word for the racing dog's speed... and for Bayer Aspirin's 2-second disintegrating action. This action is the reason Bayer Aspirin brings fast relief from ordinary headache, neuritic or neuralgic pain. And it's an action you can see by dropping a Bayer Aspirin tablet in a glass of water. Within two seconds it will begin to disintegrate. And because it does the same when you take it... because it's ready to go to work almost at once... relief comes quickly.

Besides this 2-second speed, Bayer Aspirin also offers you outstanding effectiveness and gentleness. Its single active ingredient is so effective doctors regularly prescribe it for pain relief... and is so gentle to the system they have mothers give it to small children.

And no other pain reliever can match Bayer Aspirin's record of use by millions of normal people—without ill effect. So for something you can take with complete confidence, be sure you ask for genuine Bayer Aspirin when you buy.

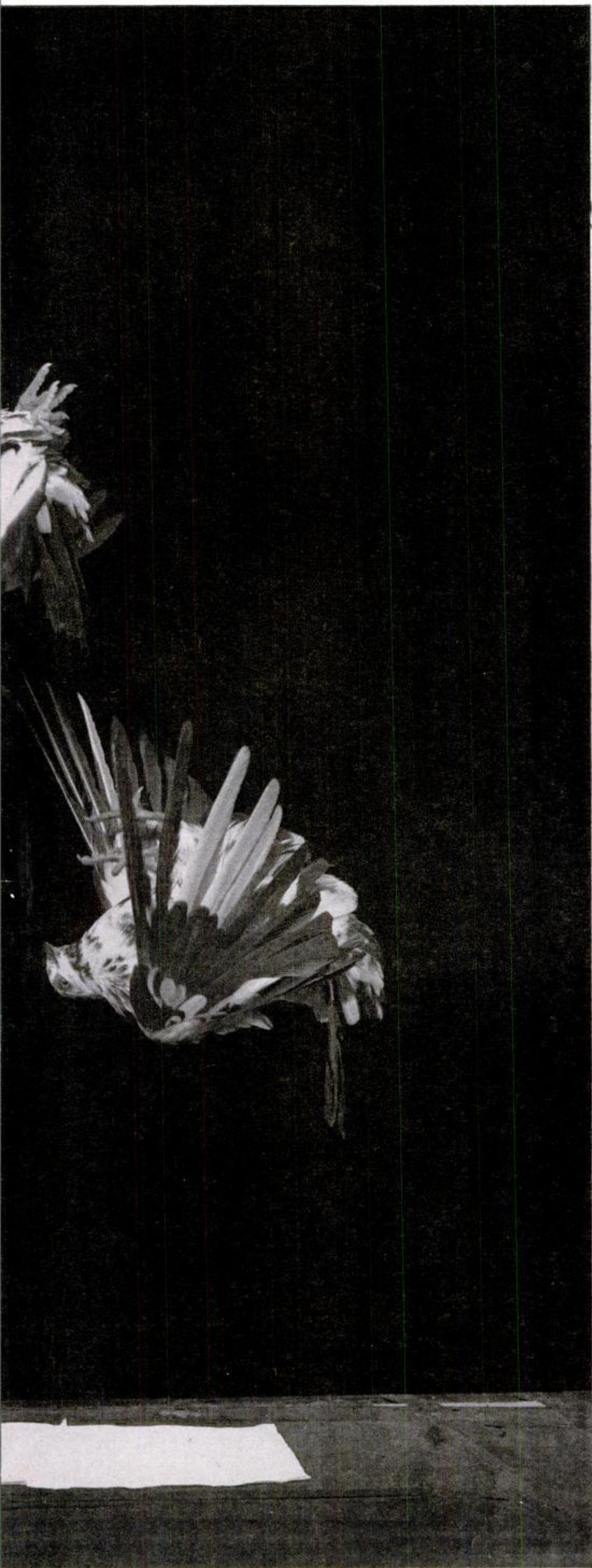
BAYER ASPIRIN

* OF ALL PAIN RELIEVERS, NONE CAN MATCH BAYER'S RECORD
OF USE BY MILLIONS OF NORMAL PEOPLE, WITHOUT ILL EFFECT

Pigeon Party CONTINUED



DOUBLE SOMERSAULT of a Parlor Tumbler pigeon is shown in this picture. Here the bird, having been tossed by its handler into the position at upper left, turns forward headfirst once (*center*), then somersaults again into the position at lower right. From this position it will right itself to land on



its feet on or near the cloth at the bottom. Parlor Tumblers can fly until they are about 6 months old, at which time they begin to mate and their wings become almost useless. Other Tumbler pigeons, which are cousins of this bird, are still able to fly during their entire lives, often somersaulting on the wing.

NEW! FOR MEN WITH DRY HAIR



A Shower every day washes out natural scalp oils... leaves DRY HAIR!



But Mennen Cream Hair Oil brings back natural good looks to your hair - keeps it well-groomed



SEE HOW
This Amazing New-Formula
Hair Conditioner
**GIVES DRIEST HAIR
NATURAL GOOD LOOKS**

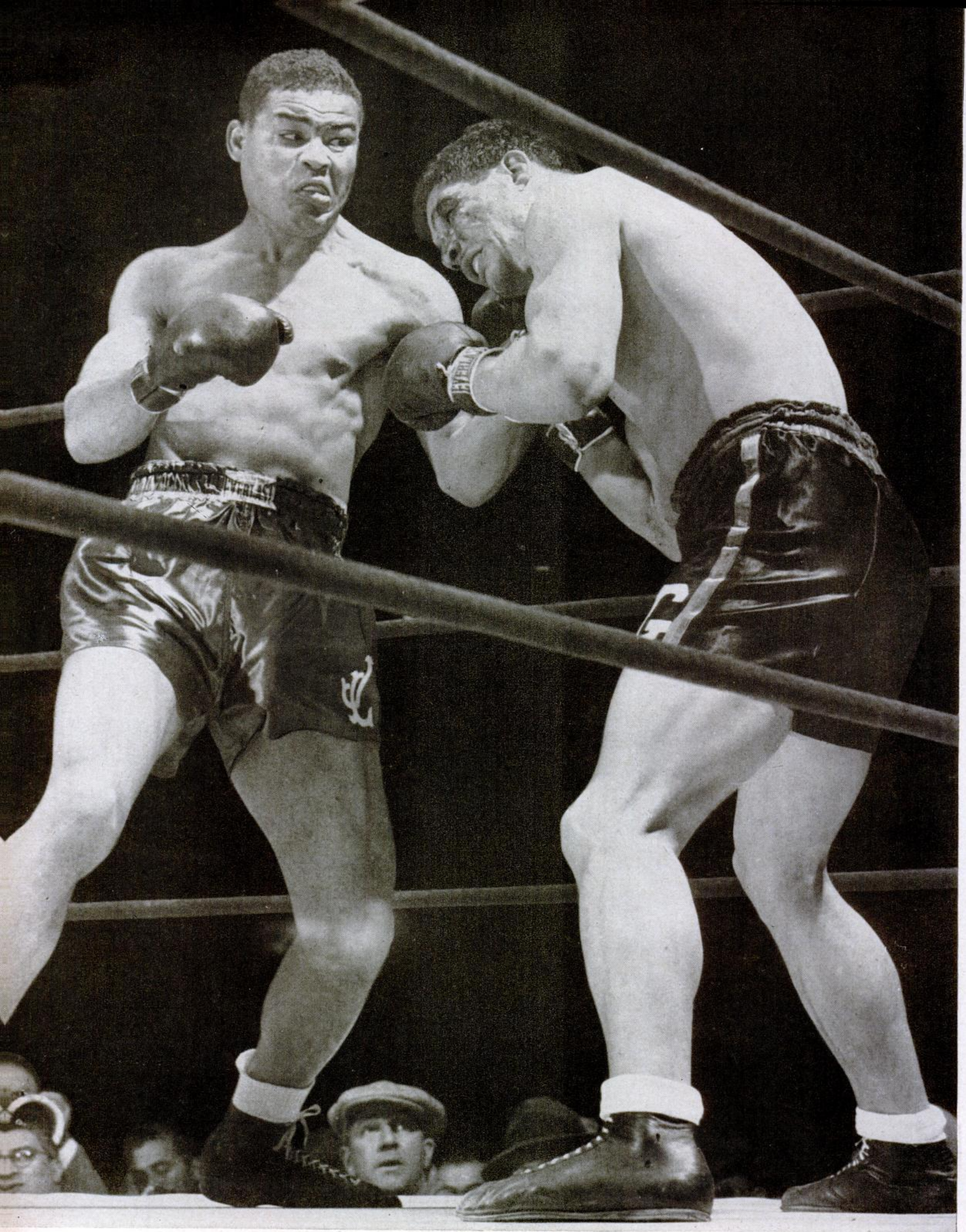
Try **NEW**
MENNEN
Cream Hair Oil

★ **KEEPS HAIR NEATLY
IN PLACE**



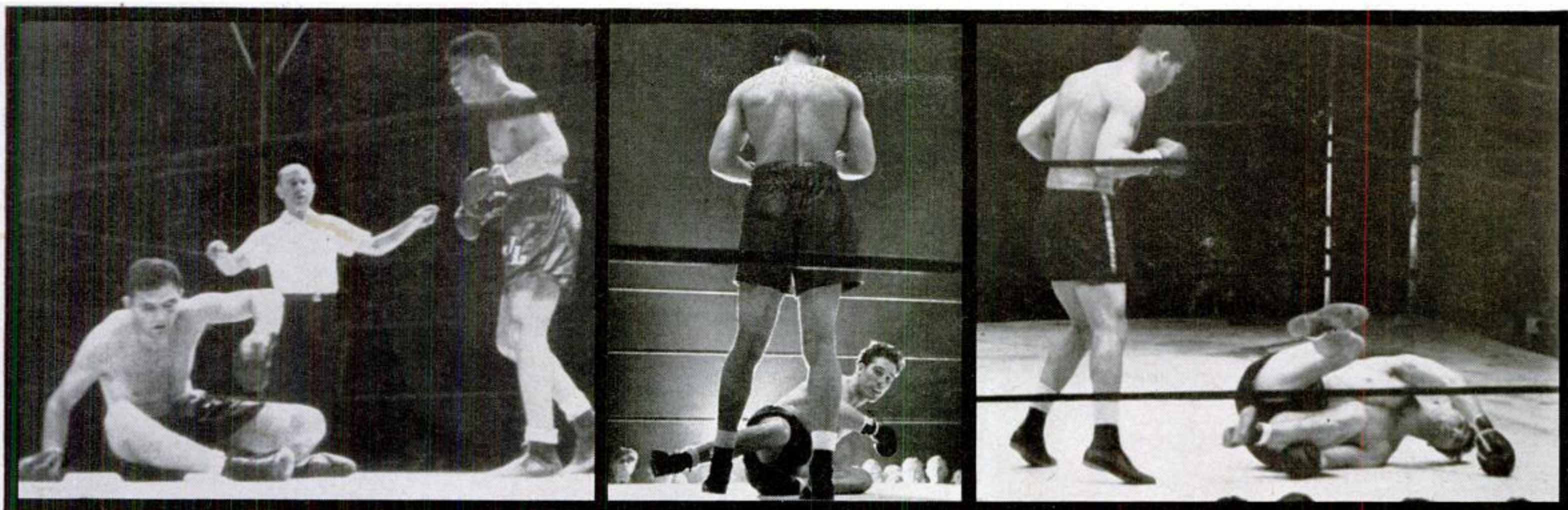
No Alcohol-but LANOLIN to Condition Hair

Another **GREAT MENNEN PRODUCT** for Men



THE CHAMPION'S PUNCH is murderously loaded with power. His usual attack is a left-right combination which softens up his opponent for the knockout blow. Above:

Louis lands a left uppercut in the first round of his second bout with Arturo Godoy of Chile. Godoy survived, however, until the referee stopped the fight in the eighth round.



LOUIS IN TRIUMPH towers over opponents he has sent to the canvas. Braddock (left) went down with glove outstretched when he lost the championship; Conn dropped

in round one of his first match with Louis (center) but lasted 12 more; Schmeling (right) was knocked down three times while losing his return bout with Louis in 1938.

PART TWO OF Joe Louis' Story

Joe tells about his championship fights, from Braddock to Walcott . . . why Schmeling is the only opponent he hated . . . how he met Jim Crow in the Army . . . what he has done with his money
as told to MEYER BERGER and BARNEY NAGLER

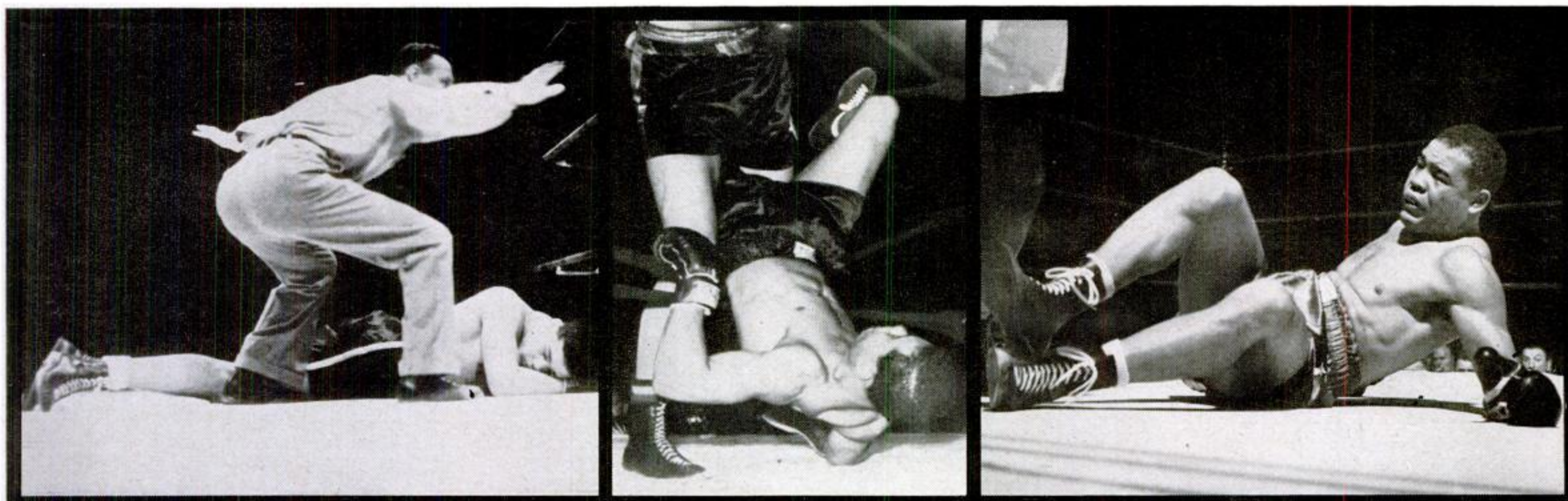
MAX SCHMELING set me back almost to where I started when he beat me in our first fight in Yankee Stadium in June in 1936. I wasn't but 22 then. I guess that night was the worst I ever had, counting before and since. There has been a lot of talk and a lot of guessing about what happened to me that night. All the odds were on me and I figured to win easy, but that Schmeling took me bad.

Mr. Roxborough blames it partly on the way we ran our training camp for the fight. We switched from Pompton Lakes to Lakewood for the training. We ran it kind of loose because we didn't figure this Schmeling would be much. Marva came down and stayed a few days. We kept late hours. We had a hot-seat in the hotel, a heavy chair wired to shock anybody who sat in it, and Mushky Jackson would get strangers to sit in it and we would turn

on the juice. I got big laughs out of that. That was the year I took up golf. Hype Igoe of the *Journal* and Walt Stewart of the *World-Telegram* broke me into it. Mr. Roxborough said that had more to do with my losing the Schmeling fight than anything else. He said the timing in golf is different. He says you use different muscles and you lose your speed, and that golf dries a man out fast because it takes him out in the sun. I never gave in to that argument. I say how about Jim McLarnin when he was welter champ; didn't he play golf all the while he held his title? I don't argue about it with Mr. Roxborough any more, but I don't like to say anything to hurt golf. It's my best game now.

In all my fights I got hit more with rights than with lefts. Chappie worked on that, but it stayed my weak point. Chappie said that's the way it is, even

CONTINUED ON NEXT PAGE



LOUIS DOWN has been a startlingly unusual sight in the professional ring. Schmeling knocked him out cold in their first match (left). Buddy Baer punched Louis into a tangle

with the ropes (center), but lost when he could not answer bell in seventh round. In his first match with Walcott, Louis went down for a count of seven (right) but won on points.

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

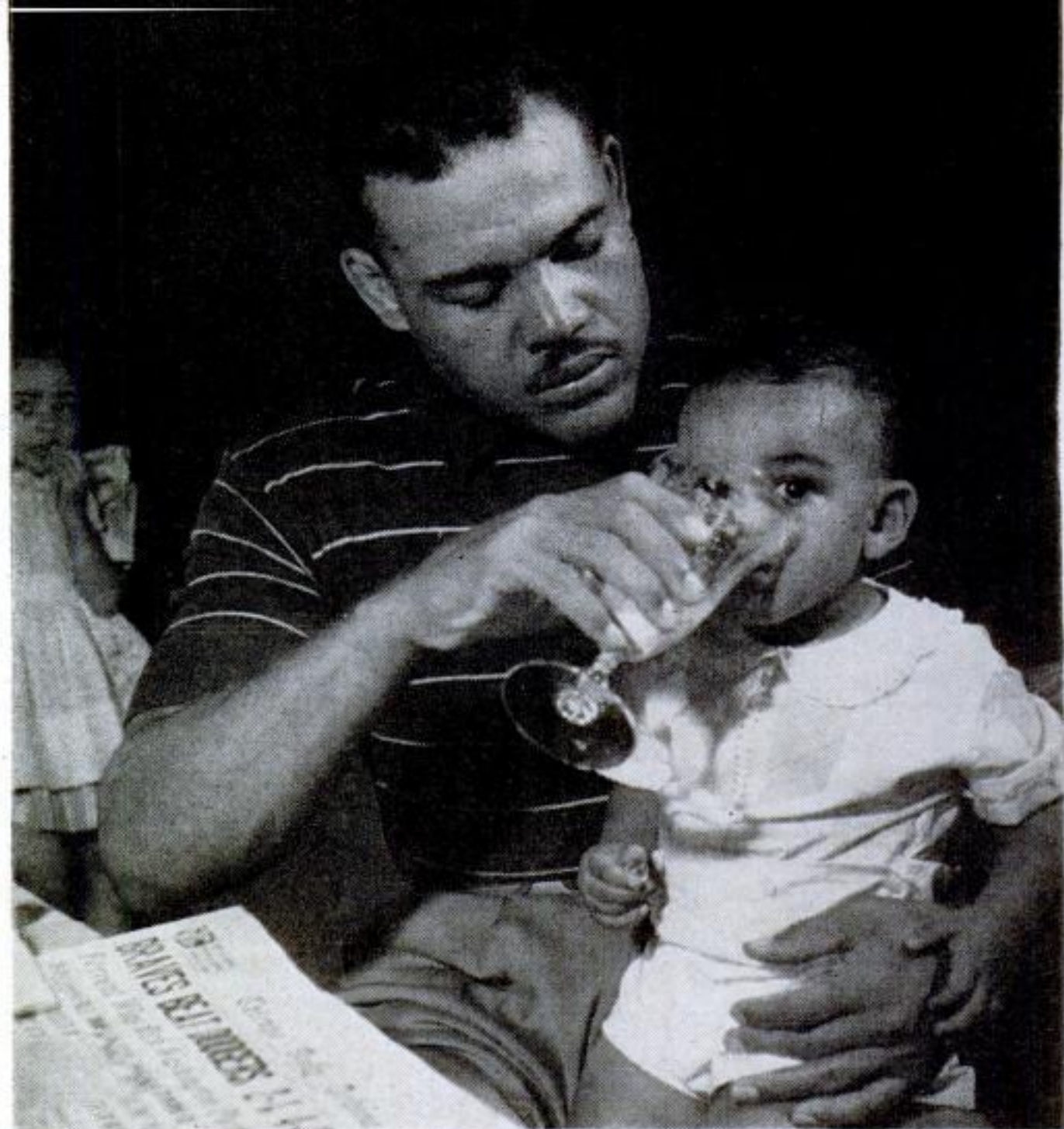
PRODUCT OF BRISTOL-MYERS



The girls are in love with Robin-hood—the new Eagleknit hood trimmed with lovely Laskin Mouton fur. The cape drapes gracefully over your shoulders. It's charming! Ask your dealer. Write for catalog of smart Eagleknit styles. Eagle Knitting Mills, Inc., Milwaukee.

EAGLEKNIT

STYLES FOR ALL AGES



SON JOE JR., 18 months old, is a miniature Joe Sr. in build and appearance but favors his mother in personality: he is sociable, lively and laughs a lot.

JOE LOUIS CONTINUED

with the greatest boxers. He told me there never was a better boxer than Joe Gans and Joe had his weakness and he got hit over and over. And that's what Schmeling figured out. He kept throwing rights. Something about his style that night I couldn't make out. I tried for his jaw, but he held me off with his left. He could hit. I opened a cut under his eye with a left in the fourth, but he fetched me a right on the chin that like to broke my jaw. Before I could shake it off he landed one more. I went down. I couldn't clear my head. When I got back on my feet my ears rang. My jaw raised like yeasty dough.

Chappie told me to keep my guard higher after that. It didn't help. Schmeling got hard rights to my face all the time, and my face swelled and I couldn't see so good. That was the only time that ever happened in all my fighting. In the fifth he smashed a right to my jaw after the bell rang. My guard was down. That right put me on the floor again. My head wouldn't come clear and I couldn't hardly keep my eyes open. He finished me in the twelfth. Chappie had told me to forget about Schmeling's head and to work on his body, but I could hardly tell where my punches were landing. He put me out with more hard rights, and when the referee counted it come to me like through water. Chappie's voice tried to come to me, but it was like a train run over it and thinned it. It was only a ghost's voice.

I didn't know it then, but Marva saw it all. She wasn't supposed to, but she came in with a woman writer. She got sick to her stomach and she wanted to get out, but this woman writer kept talking to her to stay on and she did. She says for a long time after that it was in her nightmares—seeing me on the ground with my face swelled out and my eyes closed, and hearing Schmeling's right hitting harder and harder.

The road to the title

WHEN I come to in our hotel Chappie stood over me. They had my head and my eyes buried in ice packs. Vunies said my head looked like a watermelon; that big. I couldn't hardly talk with my lips puffed, but I told Mr. Roxborough, "This was my fault. If I'd done like you said, this wouldn't be." I promised I wouldn't golf again when I was training, or go against what he said for me to do. Chappie and me talked a lot about it too. We fixed to work hard on how to block a right. They let me go back to my mother's in Detroit. She fed me good and took on over me like I was a boy again, and when I was right, me and Marva had a lot of fun out in the country and I came back to shape.

Early in July I left Marva to go to Pompton Lakes to train for a fight with Jack Sharkey in August in Yankee Stadium. I used a lot of sparring partners working out Chappie's scheme to stop high rights. When I went out for the first round Chappie said Sharkey would try to work me like Schmeling did. He said for me to box until I found a good opening. That's what I did. I knocked Sharkey down with a hard right in the second. After he got up I boxed a



DAUGHTER JACQUELINE resembles her mother but has Joe's reserved, untalkative nature. Aged 5, she plays the piano, studies at a progressive school.

while for another opening and knocked him down again. He tried long rights on me, but Chappie had trained me for that. He kept missing. I knocked him out in the third. That Sharkey was a game fighter.

A month later I went on against Al Ettore in Philadelphia. That was my best fight. I had everything that night. It was like I was doing a fight for a movie—just set up. I told Chappie before the fight, "I'll get him before the sixth." I put him out in the fifth. I felt good that night, like I never felt before. Writers thought Schmeling had beat the heart out of me, but they were wrong.

I don't think I was ever better than about that time. Chappie had got me so I was hard to hit. I had enough ring experience to figure out what any man was up to. I had real confidence. I beat Jorge Brescia in the Hippodrome on October 9, 1936 in three rounds. I went around the country on exhibition, and I knocked out four fighters in South Bend and New Orleans, all inside three rounds. On December 14 in Cleveland Stadium I knocked out Eddie Simms in 26 seconds. Then they signed me to fight Bob Pastor in Madison Square Garden on January 29, 1937. He just ran a race. I couldn't hit him because he wouldn't stay put. Chappie got burned up. He said for me to pin Pastor in a corner. I couldn't do it. He stayed the 10 rounds. I always felt bad about that fight.

Less than a month after that I fought Natie Brown again, in Kansas City. I knocked him out in four rounds.

After Max Schmeling beat me he went back to Germany with a contract to fight Jimmy Braddock for the heavyweight championship. When he came back to the U.S. in 1937, Mr. Roxborough tried to get him to give me a return, but Schmeling said no. The talk was he figured to take the championship from Braddock to bring it back to Germany so the Nazis could claim he won because he was one of the superrace. In all my fighting I never got a real hate on another fighter, but I didn't like that Schmeling. They said, when he was training to fight me in 1936, he made cracks that no Negro could stand up against a superrace man like him. The sportswriters would come down from his training camp and tell me things like that.

That's where Mike Jacobs came in. Schmeling's contract was to meet Braddock in Madison Square Bowl out in Long Island City on June 3, 1937. The Madison Square Garden promoters owned that fight. They had Braddock tied up in a contract to fight only for them. Mr. Jacobs got talking to Braddock's manager, Mr. Gould. They tried to work it out for Braddock to fight me a 10-round exhibition in Atlantic City, before Braddock took on Schmeling, but General Phelan of the New York State Athletic Commission said Braddock would have to fight Schmeling first.

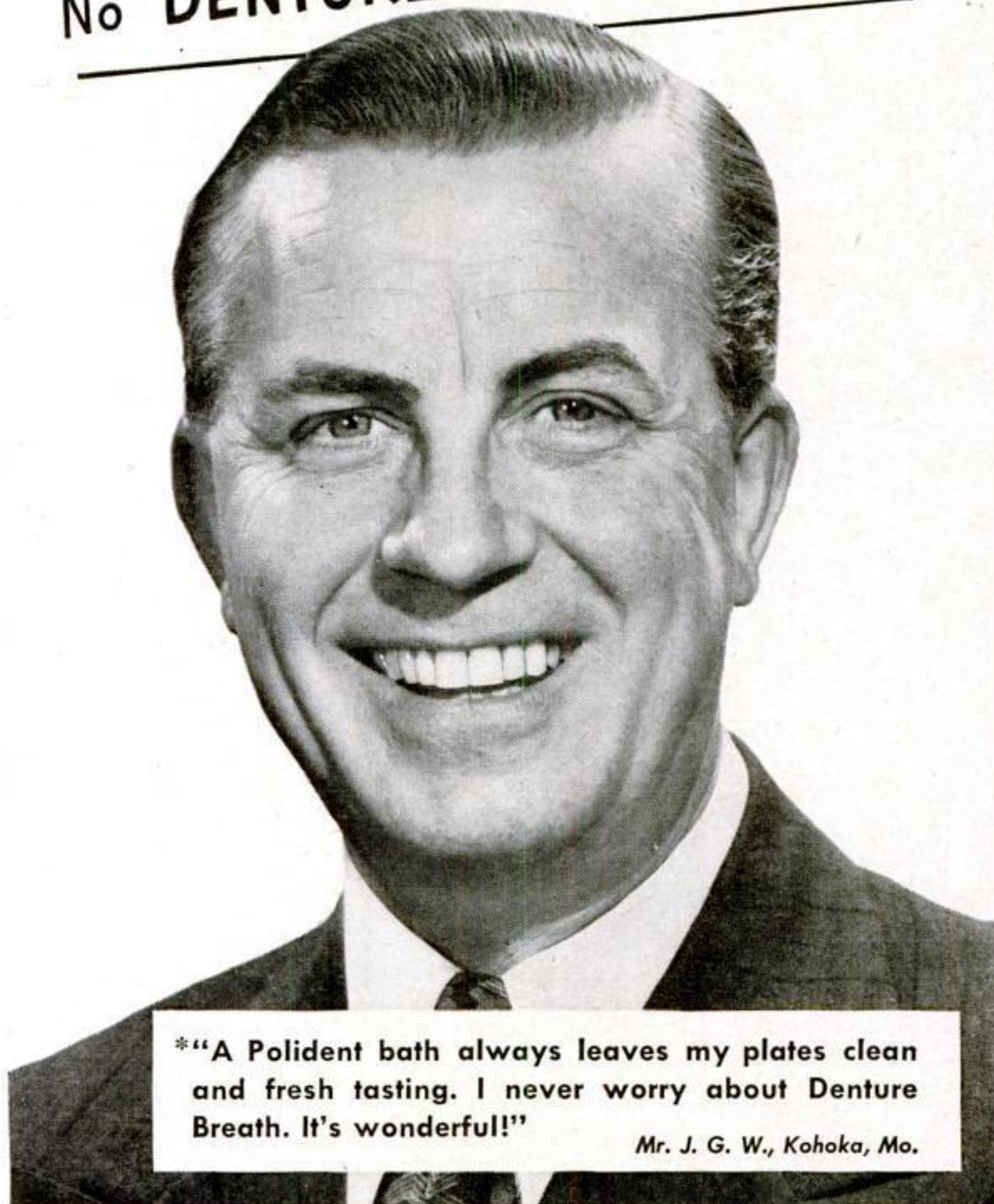
Mr. Jacobs went to law about it. A judge in New Jersey ruled that the Garden contract with Braddock was no good because it was one-sided. It tied Braddock up but not the Garden. I don't know the fine points, but higher-up courts said the same thing. When Mr. Jacobs heard that, he made a deal with Mr. Gould and Jim Braddock. They worked it out that Braddock would fight me. If he lost, he and Mr. Gould would still get 10% of all of Mike Jacobs' profits from heavyweight fights for 10 years.

That's where the talk started that Jim Braddock owned a piece

CONTINUED ON NEXT PAGE

I Wear False Teeth

yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me*



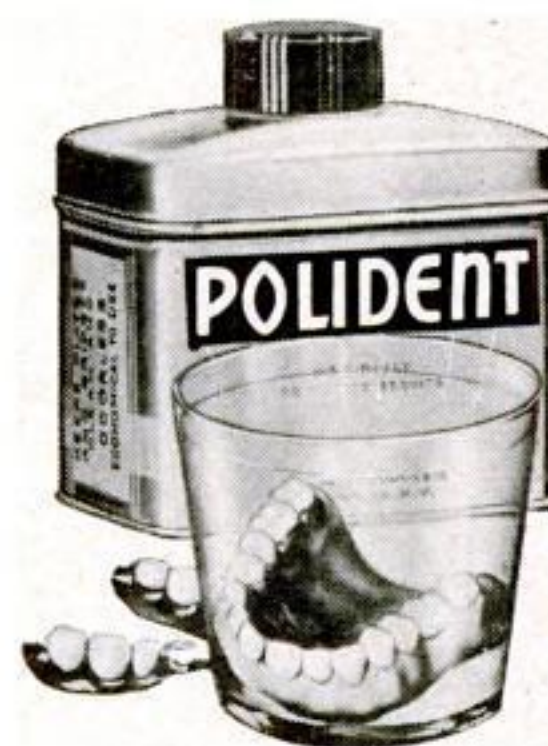
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of me. He never did. His 10% cut was out of Mike Jacobs' promotion money, not out of mine.

After the courts ruled against the Garden contract with Braddock, Mr. Roxborough and Mike Jacobs went to the attorney general in Chicago and to the Illinois Athletic Commission and got an okay for a fight for the title between me and Jim Braddock. They fixed it for June 22 in Comiskey Park in Chicago. Mr. Roxborough and Julian Black got my training outfit together. They moved us to Kenosha on Lake Michigan the second week in May. Max Schmeling went on with his training for his fight with Braddock, figuring he might get a legal decision anyway. He even wanted to go out to the Madison Square Bowl in Long Island City the night of June 3 and stand in the empty ring. That's what they called the "Phantom Fight."

Mr. Roxborough, Julian Black, Chappie and the sparring partners called me "Champ" from when I first started pro, but this was my first real shot at a title. I worked harder for it than for any fight I remember. Chappie got me up at 5 o'clock every morning for six weeks and I would do 10 miles on the road when the sun was hardly up. When I came off the run I would go back to bed and get up for breakfast around 10 or 11 o'clock. I had a big string of sparring partners and I would work out with them. They brought in Harry Lenny, a special boxing teacher, to show me how to get away from a right. That was Damon Runyon's idea. I would knock off around 5 o'clock, have supper and talk and loaf until 9 o'clock. Then bed and a full eight hours' sleep. I came around fine. I weighed in the day of the fight at 197½, just like I figured to do.

Early in the first round of that fight Braddock put a right to my jaw and took me off my feet. It didn't hurt much. It didn't even fog my head. I got right up. Braddock came at me hard, figuring he could put me away. He pushed me to the ropes and the round ended there. When I came back to my corner Chappie like to chewed my head off. He said, "What's the idea gettin' off the floor without takin' a count? You should have stayed down for nine, like I always told you."

Braddock carried the fight to me again in the second, but I got in three hard ones. I rocked him good. It made him a little wild and he punched almost blind. I landed some hard ones in the third and I saw him weaken some, but he hit me a bad body punch. I opened his lip and I got some more hard rights to his face, but he stood up to them. He's a tough fighter with a solid punch, that Braddock.

Joe becomes heavyweight champion

HE stayed with me long after I figured he could. I tried to put him out in the fifth, then the sixth and the seventh, and he wobbled but kept coming at me and I couldn't put the finisher on him. In the eighth he came wide open, because his arms were gone and his legs too. I laid it solid, with all my body, on the right side of his face, and his face split open. He fell in a face-down dive. That made me heavyweight champion.

People figure that was my biggest thrill, beating Braddock for the title, but it was no different to me from winning any other fight. I don't remember any special feeling. I just felt good. Maybe it was because I figured in my own mind I wouldn't feel a real champ until I got that Schmeling. That's what I fixed on. After I got the title any man who wanted a shot at me, he could have it. That's what I figured to do if I got the title, and that's the way it was.

Right after I beat Jim Braddock I took on Tommy Farr who came from England. He stayed the 15 rounds with me when all the writers said he couldn't. I didn't play with Tommy Farr, like some thought, and I didn't cut him up on purpose. I liked that Tommy Farr. He had guts. He just kept coming and I had to stop him. I hurt my right hand on him in the fourth. From then I had to keep left-jabbing. I had no knockout punch, only cutting-up punches. The crowd booed me, but a fighter can't stand up there and tell the crowd his hand's hurt.

Chappie and me watched Max Schmeling fight Harry Thomas in

CONTINUED ON PAGE 133

"My Story," by Joe Louis, appearing in two instalments, is a joint publication of LIFE and the New York Times. In it the champion has spoken in his own idiom of the things in his life which are the most important and vivid to him. His family says he talked more in telling this story than he has in most of the rest of his life put together. "My Story" is copyrighted 1948 by Time Inc. (Publishers of TIME and LIFE) and by the New York Times Co. World rights reserved, reproduction in full or in part strictly forbidden.

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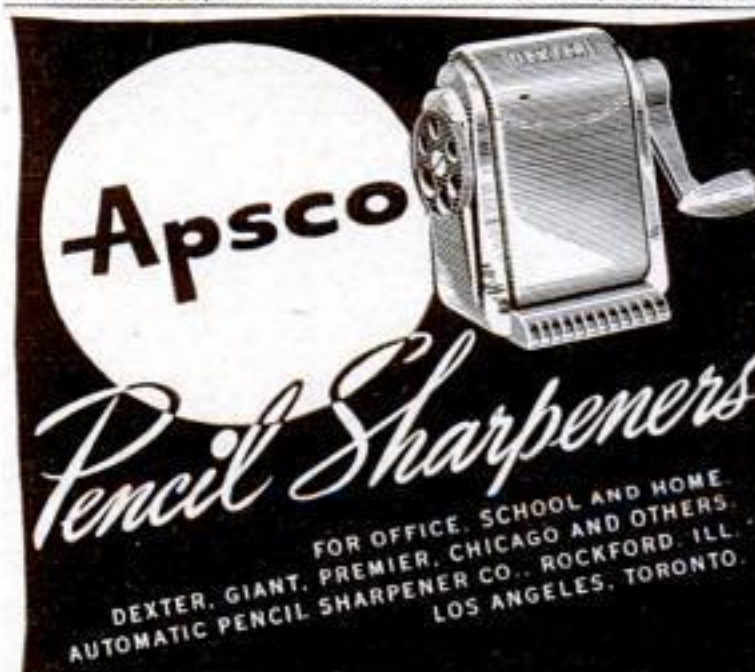
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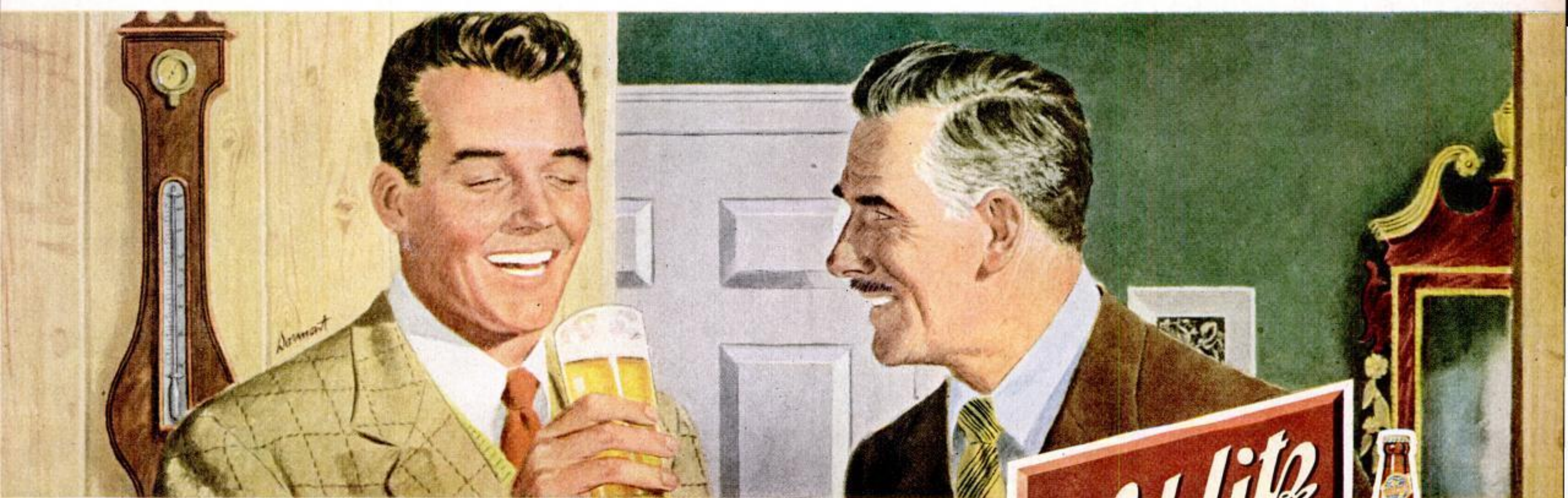




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JOE'S SISTER Vunies graduated from Howard University. Now teaching in Detroit, she has done some work for a doctorate at the University of Michigan.

JOE LOUIS CONTINUED

Madison Square Garden in December 1937. I studied him good. We were matched for June 22 in 1938 in Yankee Stadium. I went to Pompton Lakes sure I had him figured, and Chappie put my sparring partners to throwing hard rights at me. I got so I could block them easy.

Here's where I ought to tell about President Roosevelt and me. There was a story got around that the President called me down to the White House and said I had to beat Schmeling for him. It wasn't like that. I was in Washington at the Negro Elks convention in 1938. I got an honorary life-membership gold card in the Elks. The President heard about me being in the Elks parade. He sent his car for me. Mal Frazier, an old friend of mine, went with me. A man took us into the President's office. The President had me lean over so he could feel my muscles. He said, "Joe, we need muscles like yours to beat Germany." That's the only thing he said, but I figured he knew then we'd be fighting the Germans someday. He got out one of his pictures and put his autograph on it. He wrote, "To Joe Louis from the President." That's all that happened, but it got built up into something different.

When I was training for my second Schmeling fight I got that talk again about he was saying around his camp that the Germans were the superrace and he was going to prove it. The sportswriters brought those stories from his camp to mine. Maybe they just meant it to needle me, but I heard it so many times I knew it was true. While I was training, those German Bund storm troopers used to sit around the ring and laugh. They had a camp up that way. When we came into New York on fight night, I was ready for Mr. Schmeling. No one was laughing when we drove in, the way they are most of the time. Chappie and Mr. Roxborough knew what this fight meant to me. They didn't try to make it something light.

I took a long warm-up in my dressing room. When I climbed in the ring I was in a light sweat, the way I like to be for a fight. Me and Chappie talked about what I was going to do, and I went out. I knew I was going to take Max Schmeling that night. I came out easy. He tried a right to my head, but it went around me. I left-jabbed him mean and he brought his guard low. I drove a right to his jaw with all I had. I put my body in it. I put my heart in it. It threw him on the ropes and his knees buckled. I caught him coming off the ropes and ripped one into his belly. He screamed. I thought in my mind, "How's those, Mr. Superrace?" I was glad he was hurt. That's what I wanted. I got in two more hard rights to his body and a jaw-breaker. He went down for the short count, and I knocked him down again with a left hook and a right cross. When he came up I put him down with another right to the jaw.

One of Schmeling's people threw a towel in the ring, but the referee threw it back and kept counting. Schmeling tried to heave himself up, but he didn't come off the floor.

"I took to having good times . . ."

THAT was a big night in Harlem and in Detroit and Philadelphia. I read about it in the papers—about parades and people standing in the streets to talk about the fight. I guess that was the biggest hour, bigger almost than getting to be champ. I went out with Marva in Harlem and we had a real party. My pay for the second Schmeling fight was \$350,000.

CONTINUED ON NEXT PAGE

80 YEARS AGO

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There was one thing about that fight that didn't get around. When Schmeling's handlers saw him getting beat they cut off the shortwave radio wires to Berlin. They didn't want the German people to know a Negro was getting the best of a fight with a superman. Later on Schmeling gave out in Germany that I fouled him and that's why he lost. That's one more reason why I don't like Max Schmeling. The movies show I didn't foul, but they didn't show those fight movies in Germany.

After Schmeling I didn't fight again in 1938. I took to having good times with my winnings. I did the things I wanted. Some say I threw money away, but I don't see it like that. I got a softball team. We called it the Brown Bombers and we toured the States. Mostly the kids were boys from East Detroit. I played first base. We moved around in big buses and ate good and stayed in hotels. That added up fast. When the season ended I was out \$50,000. I don't think that was waste. I had my fun. Only thing was Mr. Roxborough was afraid I might get hurt bad and be out of boxing, but I only hurt my ankle. That was out in Pittsburgh. It healed up good.

While I'm talking about where my money went I want to get it over with. I gave a lot to old fighters who were in bad luck, but I don't see anything wrong in that. When a man's got plenty, like I was making it, I think there's something wrong if he don't give some for things like that. I gave some to the Phyllis Wheatley Home for Old Ladies out in Detroit and I give them some every year. When I got out there they would talk about fighting. Mr. Roxborough got them a radio-phonograph and they tuned in every time I was in the ring. They all call me "son." That gives me around 20 mothers. Some of these old ladies run around 90 to 100 years.

I spent a lot on fancy clothes when I got big money. That was because I was so raggedy when I was a kid. One time I had around 100 suits made by Billy Taub in New York and MacIntosh in Hollywood. They stood me \$150 to \$185 apiece, made to order. That's wore off. I don't care about fancy clothes now. I got around 10 suits, and most of my stuff is sports clothes, like for golfing. I gave a lot away.

I spent a lot for big cars, but that's changed too. I don't drive much now, only when it comes over me to be away from everybody. It may come 2, 3 o'clock in the morning. When I get like that I don't talk to no one. I get into a car and I drive pretty hard for a while, until the feeling wears off. Sometimes it's hours, and I don't come back until I'm changed in my mind. Mostly, though, I don't like big cars as much as I did when I first got to own them. I got a Buick Roadmaster for my mother because she can't get around so good on her legs, she worked herself out for us. She's got a right to a car. I bought a Studebaker for my sister Vunies and cars for Marva. I don't count that money thrown away. I paid for Vunies to get through high school and college, but that made me proud. She finished in Howard University in June 1940. Now she teaches English in Garfield Intermediate in Detroit. She's got a master's degree in history. I'm proud of Vunies. I came down to see her graduate from Howard. President Mordecai Johnson took me up to the platform and my mother and my sister Eulalia were there. That was a big day for us Barrows. I don't count that money wasted.

An argument with Chappie

A LOT of money went into houses I bought in Detroit for my brothers and sisters to live in, and for the apartment houses Marva and I bought in Chicago. That wasn't wasted money. The apartment house we live in now on South Michigan Avenue, we had that made over and it brings in good rents. Another one on 60th and Vernon pays off \$700 or \$800 a month. I threw in with Mr. Roxborough to buy a horse farm out in Utica in Michigan because I like horses. I liked horses from a kid in Alabama. That Springhill Farm got other colored people interested in horses and riding and they started riding clubs. We didn't lose money on that farm, like some say. The state bought the property for a park in 1946. I got back the \$8,500 I put into it.

Where I lost money, that could happen to any man trying to get a business going. I lost more than \$40,000 in the Rhum Boogie Cafe I took over on Garfield Boulevard in Chicago. My friend Leonard Reed, the actor, was in with me on that. Another one turned out bad was a fried-chicken bar Leonard and me started on Vernor Highway in East Detroit. We dropped \$25,000 there, but first it looked like we stood to make good money out of it. Some of the trouble with those places was I had to leave them to go away on fights. When I wasn't around trade fell off and help and food were getting higher all the time.

In 1939 I beat John Henry Lewis. John Henry was my friend. I didn't want that fight. He was a good boxer, but when he come


CONTINUED ON PAGE 136

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JOE LOUIS CONTINUED

against me he was finished. It was only that his manager and the sportswriters forced it on me. They wrote and built it up that I wouldn't fight another Negro. I knocked him out in the first round. Three months later I beat Jack Roper in Los Angeles, and then I beat Tony Galento in four rounds in New York.

I got a second fight with Bob Pastor in Detroit in September 1939. Blackburn said to make him carry the fight to me this time, and I did. He got in some good punches and Chappie didn't like it. When it got to the tenth and Pastor was still in there, Chappie gave me sharp talk. I knocked Pastor out in the eleventh. That's the way Chappie was at a fight. We'd talk things over. I'd say, "I think I can reach this man with a right hand now," and he'd say, "I think so too"; or I'd say, "I think I'll try a feint," and he'd say, "Okay." Whatever Chappie told me, it always came out right.

My toughest fight was my first Billy Conn fight, and it was the first time I had a real argument with Chappie. Sportswriters came down from Billy's camp and told me he would be fast because he was figuring to come in the ring at around 175 pounds. When I heard that, I got my weight down to 199 by drying out two days before the fight. I didn't drink anything. Chappie said it would leave me weak. He wanted me to weigh 202 to 203 in the ring. I was stubborn. He was right and I was wrong. In the ring my strength went fast. When Billy was still in there with me in the twelfth Chappie and Mannie Seamon said, "You got to knock this guy out. You're losing on points." In the thirteenth I put a hard right over and he went out. I almost lost the title that night. I never argued with Chappie again.

There were lots of fights I didn't feel too good. In my first fight with Arturo Godoy in New York on February 9, 1940, I really dogged it. I didn't feel peppy. Godoy had a funny crouch and he was hard to hit, but that wasn't all that was wrong. I had no heart for fighting that night. That's why he stayed the 15 rounds. I asked Mr. Roxborough right after that fight to get Godoy for me again. On June 20 that year I took six rounds to open him up and knocked him out in the eighth. I had to do that to square myself for my bad fight with him.

After the Conn and Godoy fights I wanted to lay up a while, but Mike Jacobs wanted me to fight Lou Nova and I said I would. I knocked him out in six rounds in September 1941. In my fight in Washington in May with Buddy Baer that year he put me over the ropes in the first round. He could hit. I knocked him down three times in the sixth. He claimed my last punch came after the bell. His manager wouldn't leave the ring when they rang for the seventh. That disqualified him and they gave me the fight. That Buddy Baer was the only fighter ever cut me. He opened my left eye with a right that night. No other fighter marked me like that, not even Max Schmeling.

I fought Buddy Baer again in January 1942 in Madison Square Garden. The money was for Navy Relief. Chappie Blackburn was real sick then. His heart was giving out on him. When we went out to the ring I told him, "You won't have to climb these steps but once tonight, Chappie. I'll make this one short." Mr. Wendell Willkie made a speech about me risking my title for my country and the people cheered. I knocked Baer out in the first round. Chappie didn't have to climb those steps no second time that night.

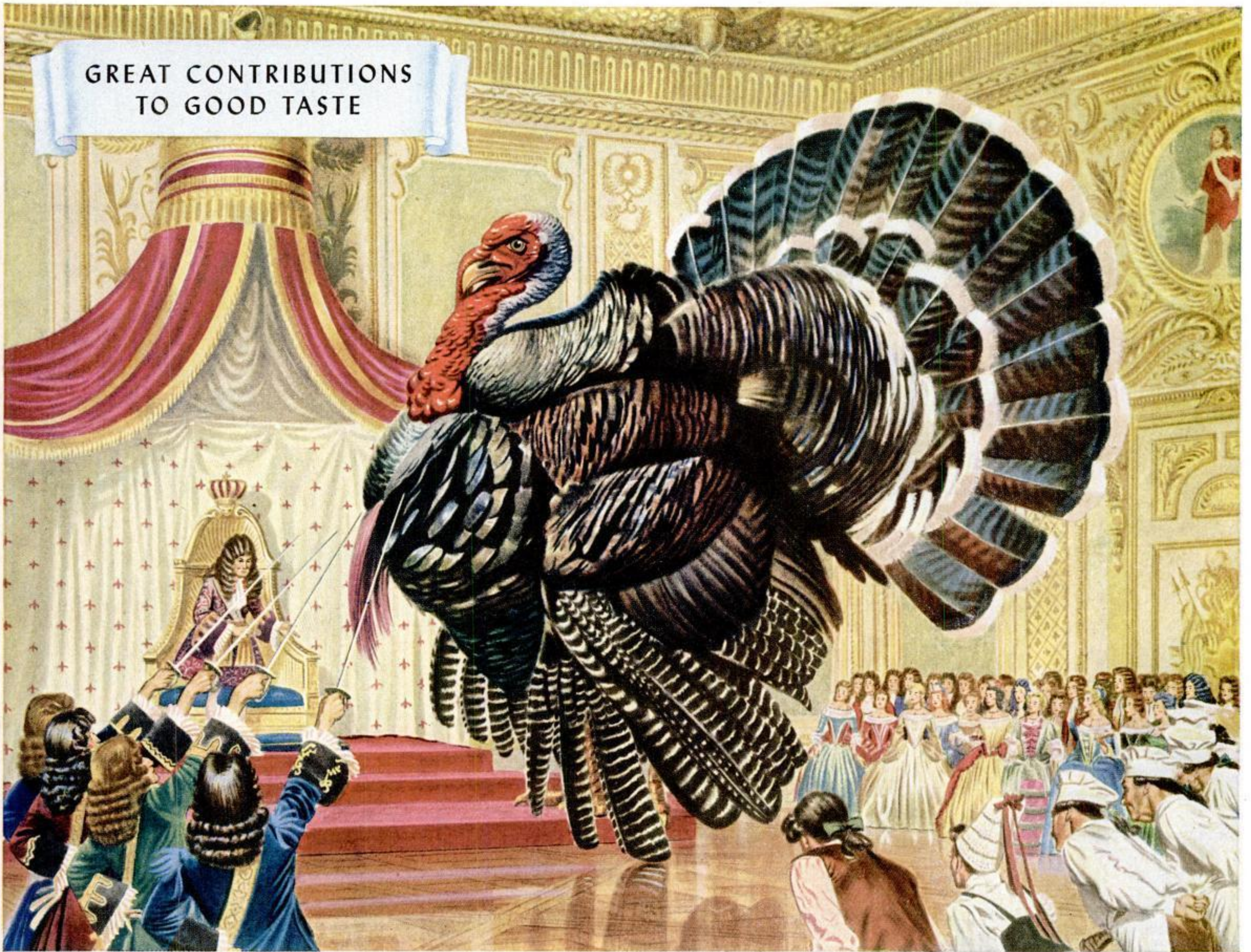
Joe's toughest fight—with Jim Crow

I WAS registered for the draft with Chicago Local Board 8 in 1940. I tried to get the registration transferred to New York, but they wouldn't have it that way. Mr. Walter White of the National Association for the Advancement of Colored People—he's a good friend—and Mrs. Roosevelt talked a lot about using me in the Army for morale. There was some talk that I could have a commission. It came up then and a couple of times later, but I didn't want it. I didn't want anything special. I just wanted to be a GI. I went out on a boxing exhibition tour for the Army. I made six or seven Army camps and boxed for the boys. Three days after the second Buddy Baer fight I volunteered for Army service and they took me. I went out to Camp Upton on Long Island with a lot of reporters and photographers. I didn't like that. I wanted to go in quiet, like all the other boys, but Army Public Relations said it was good for morale to let them write all about me going in the service. They asked me in camp what branch I thought I'd want. I picked the cavalry because I liked horses all my life. In June they sent me out to Fort Riley in Kansas and I took my basic there same as anybody. I was there until August when the Army sent me on a boxing tour.

That's where I ran into things that hurt. Like I said, I never knew about race when I was a boy in Alabama. I never went places where that prejudice came up. All through my fighting I kept out of it

CONTINUED ON PAGE 135

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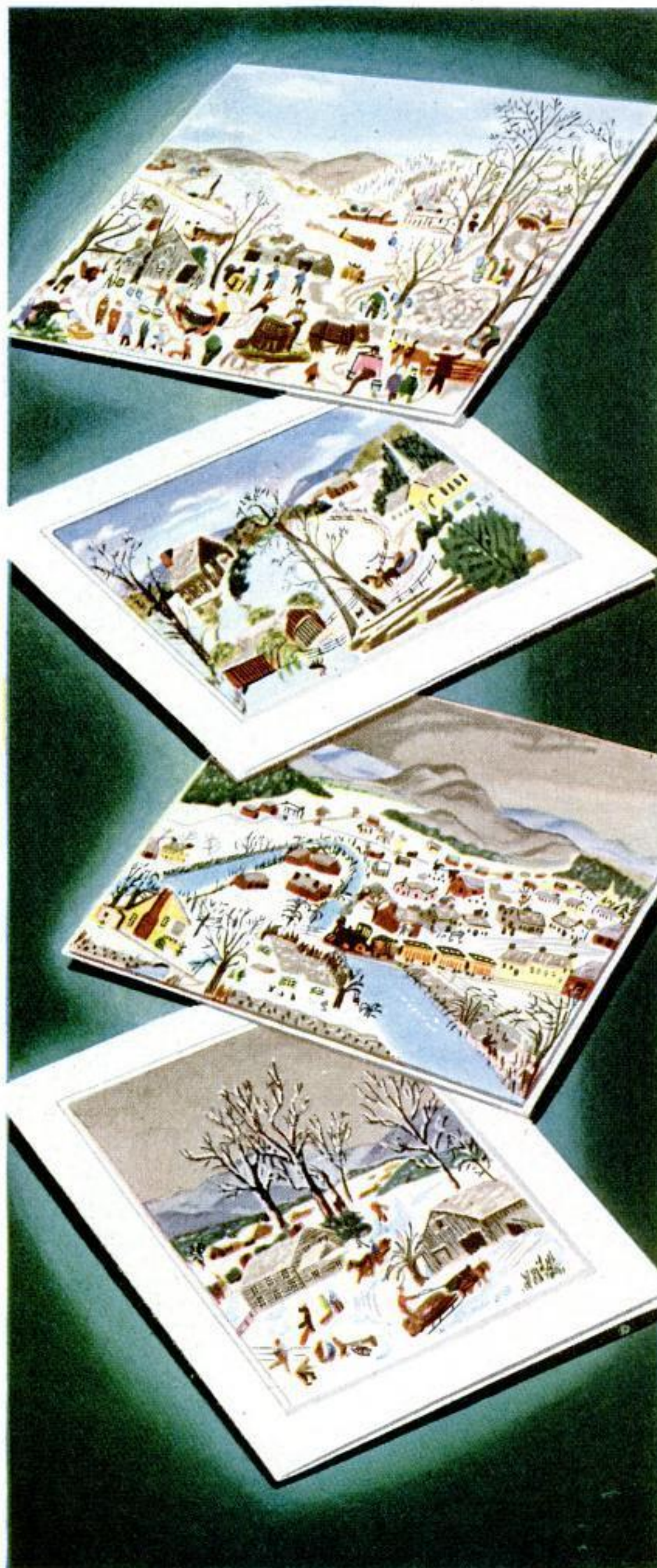
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IN THE ARMY Joe Louis, shown resting in water-filled trench in training camp, didn't try for a commission. "I didn't want anything special," he says.

JOE LOUIS CONTINUED

because Mr. Roxborough told me about Jack Johnson's mistakes and things like that. In the Army I went the same way, but I figured I am an American fighting for my country like any GI. I figured if I am fighting for a cause and the cause is freedom to keep men equal, I got to stand up for it.

Jackie Robinson, the Dodgers' ballplayer, was in my outfit in Fort Riley. He couldn't get on the camp baseball team because he was a Negro. I told the commanding officer about that and Jackie was asked to play on the football team. I didn't want to be a commissioned officer, but there were colored boys in that camp who had college learning, like Jackie Robinson, and they were turned down for officers training school only because they were Negroes. They would be marked out on leadership. That was the out for the Jim Crow officers.

Brig. General Donald A. Robinson was commanding officer of the Cavalry Training Center at Fort Riley. We talked about these things. I told him I wouldn't go to any camp theater that was run Jim Crow or I wouldn't speak or box in an American camp where they had Jim Crow. I guess General Robinson gave the officers hell. Anyway, Jackie Robinson and 17 other Negro boys got into officers training and they all came out lieutenants. After that an order came out of Washington so Negro boys could play on any camp team, even in Georgia and Virginia.

I ran into more of that trouble, just the same. One time down in Camp Sibert in Alabama I went into a bus station to telephone for a cab and I was sitting on a front bench and an MP said I would have to sit in the back—in the Jim Crow part. He said, "The back is for colored folks." I wouldn't go. Ray Robinson, the Negro welterweight, was with me. The MP sent for a provost marshal and they took Ray and me to the stockade. The captain there dressed me down. He said, "When an MP tells you to do something, you do it, or you'll get in trouble." I said, "Sir, I'm a soldier like any other American soldier. I don't want to be pushed to the back because I'm Negro."

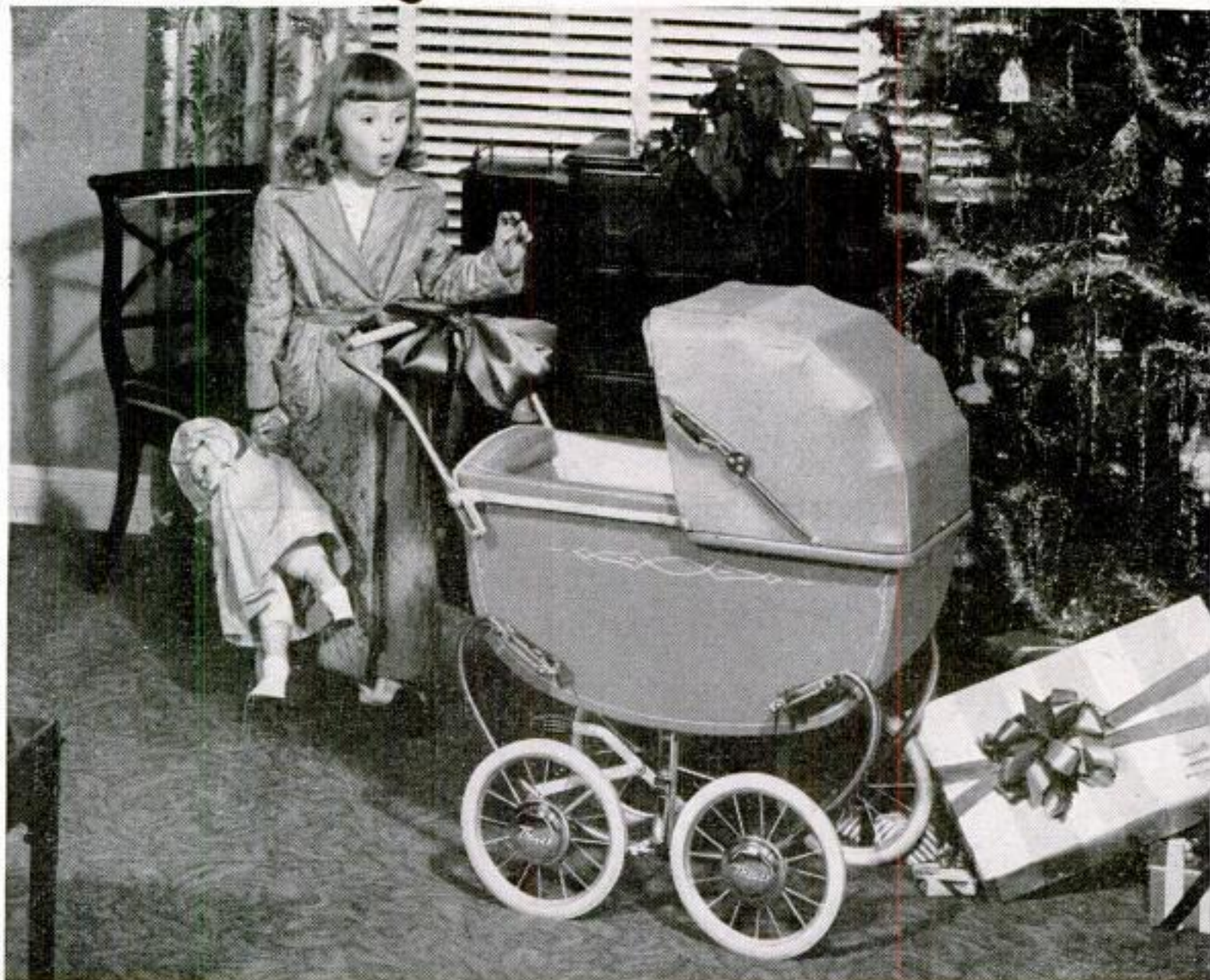
That case got to the commanding general's office. It wasn't his orders to have Jim Crow bus rules in the camp. They said for me to forget about it, but the Inspector General's Office in Washington sent a man down and an order came out doing away with Jim Crow buses in Army camps everywhere. I didn't look for trouble in those camps. When I was outside a camp I obeyed Jim Crow, but I thought it wasn't American to have it in the Army where all GIs were fighting for one cause.

"I loved that Chappie"

I RAN into it again overseas. I got to be sergeant in 1943. I went to the Aleutians and Africa and to England with a troupe of boxers—Jackie Wilson, Bob Smith and Jim Edgar—after we toured Army camps in the U.S. In Salisbury, England in March 1944, I tried to buy a ticket at a civilian theater. The woman said she was sorry but the American commanding officer in that area said she was not to let Negroes in, only white soldiers. She called the theater manager and he recognized me. He said the commanding officer who issued the order told him that was the way it was in the U.S.—no Negroes in white theaters. The story got to Lieut. General John C. H. Lee who was General Eisenhower's deputy. There was an investigation and the commanding officer who made the rule was shipped back to the States. Then Headquarters sent out an order that if any place

CONTINUED ON NEXT PAGE

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JOE LOUIS CONTINUED

was marked off limits for American soldiers it was to be off limits for all, not just Negroes.

On March 27, 1942 I fought Abe Simon before I went on the Army tour for Army Relief. Chappie was in a hospital in Chicago. It was the first time I trained without him. I worked out in Camp Dix. In Pompton Lakes training costs would run \$50,000 to \$60,000 with sparring partners, rent, cars, private police and all that, and the training expense would come out of the manager's 50% of the purse. My 50% was always clear except for taxes. In Dix my training cost about \$18,000. GIs came in free. The night of the Simon fight I bought a couple of thousand dollars' worth of tickets for boys from the camp. They had a whole block of seats by themselves. That was my GI cheering section.

The Under Secretary of War, Mr. Patterson, was there and other government big shots. Mannie Seamon was in my corner instead of Chappie. I was in good shape. I knocked Simon out in the sixth round. I got five days furlough after that fight. I went to Chicago to see Marva and I talked fight with Chappie in the hospital. He died in April. My commanding officer let me go to the funeral. I was a pallbearer, and so was Mr. Roxborough and Mr. Black. I loved that Chappie. He was a great fighter.

There wasn't but one other death after I got started fighting hurt me as much as when Chappie died. That came when Pat Brooks, my stepfather, died. He never got to see any of my fights. He only heard them on the radio. He worked hard all his life, and he was laid up with a bad stroke when I got back to Detroit after the first Schmeling fight in 1936. He didn't know I lost that one, nor he didn't get to see me champion. But my mother said he gave in, after we got the house in Detroit out of my winnings, about me never making a good fighter. When he died he thought I could beat anybody in the world. It comes to me sometimes he got a bad break. I wanted him to have some real good out of my fighting, because of the good things he did for us Barrows.

I was supposed to fight Billy Conn when we were in the service but the fight never came off. When we went into the Army, Billy and me had no way to make money to pay tax on the income we made before we got into the service. Mike Jacobs figured we could put on a fight for Army Relief and maybe get part to meet our tax. He figured there would be good money for broadcast rights alone. NBC bid \$82,000 for the rights and that was high, but Mutual had put on a lot of free shows for the Army and they figured they had a right to it. General Surles of Army Public Relations held out for Mutual. Secretary of War Stimson settled it. He called the fight off.

Overseas I got to England and Scotland and Africa and Italy, places I never thought to see when I was a poor kid in Detroit. Coming home from that trip I learned about Mr. Willkie dying. We flew into the Azores and I picked up a paper and it said, "Wendell Willkie Dead." I liked Mr. Willkie. He was a good man.

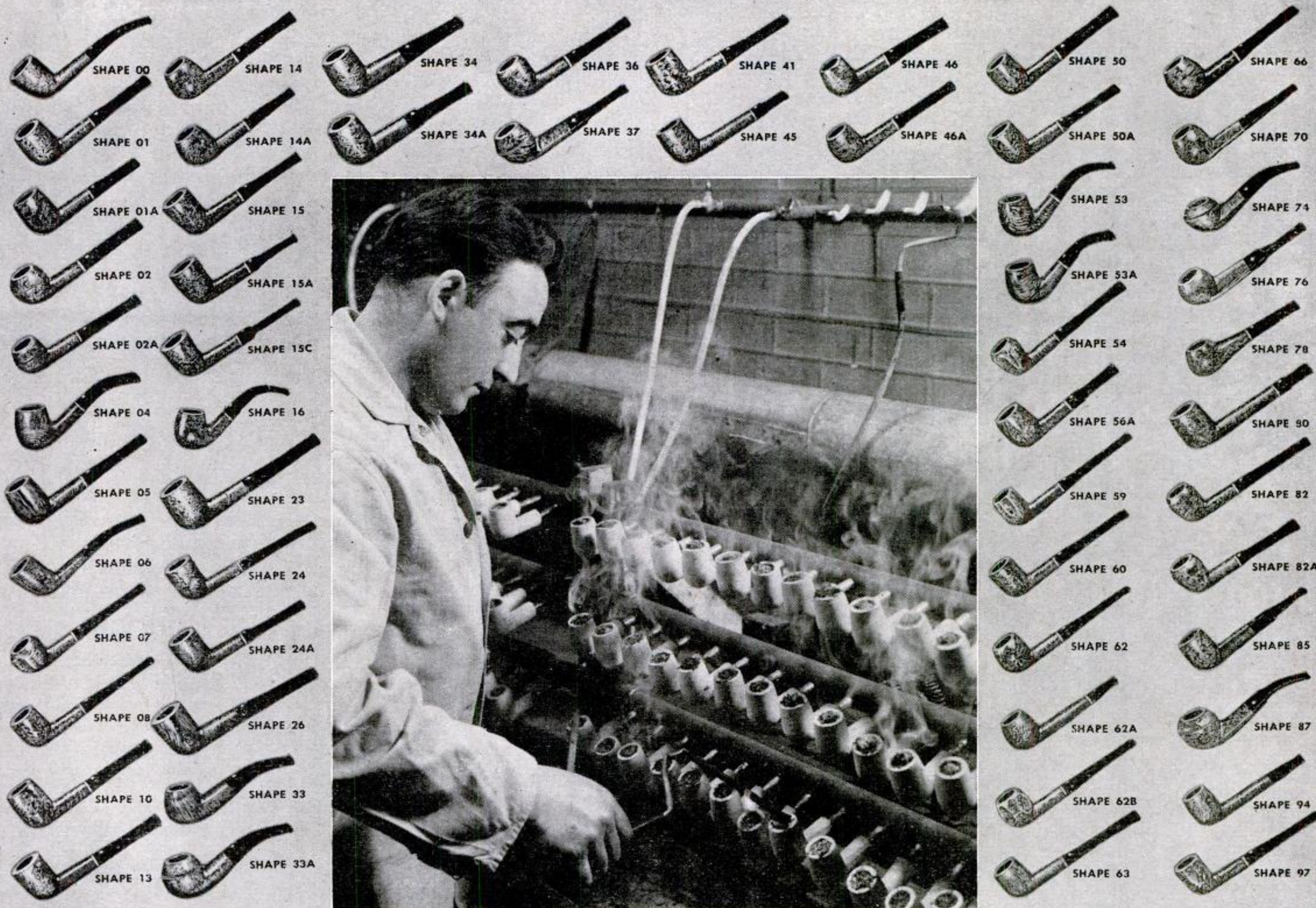
Trouble at home

MARVA had a baby in Chicago on Feb. 8, 1943. We called her Jacqueline. She's 5 now. She rates a high I.Q. She goes to special classes in a school in the University of Chicago. My other baby is Little Joe. He was born May 28, 1947. He looks like me and he's built like me, only vest-pocket size. Marva says I spoil my kids. Maybe so. I like to play with them. I like to heft Little Joe. I call him "Punch." Marva and me have it fixed so the children won't have money worries. Marva divorced me in March 1945. She wanted me to give up fighting. She was tired of me being away so much at training camp and on long fighting tours. Partly it was because I didn't go for the social life in Chicago. I like to just have a few people around me, mostly Freddy Guinyard and Leonard Reed and Freddy Wilson. When Marva got the divorce we signed papers that gave her a one-fourth manager's contract along with Mr. Roxborough and Marshall Miles. Miles is an old friend of mine from Buffalo. Marva and Miles came in as managers after Julian Black's contract with me ran out while I was in the Army. Marva's share was one-fourth, Miles's one-fourth and Mr. Roxborough's one-half—all out of the manager's end of my purses. Marva got her share instead of alimony and out of her end of the manager's money came the trust funds for Little Joe and Jacqueline. Those trust funds are registered official in the First National Bank in Chicago. Marva and me have made up. I try to stay with her and the kids as much as I can, but I'm away a lot.

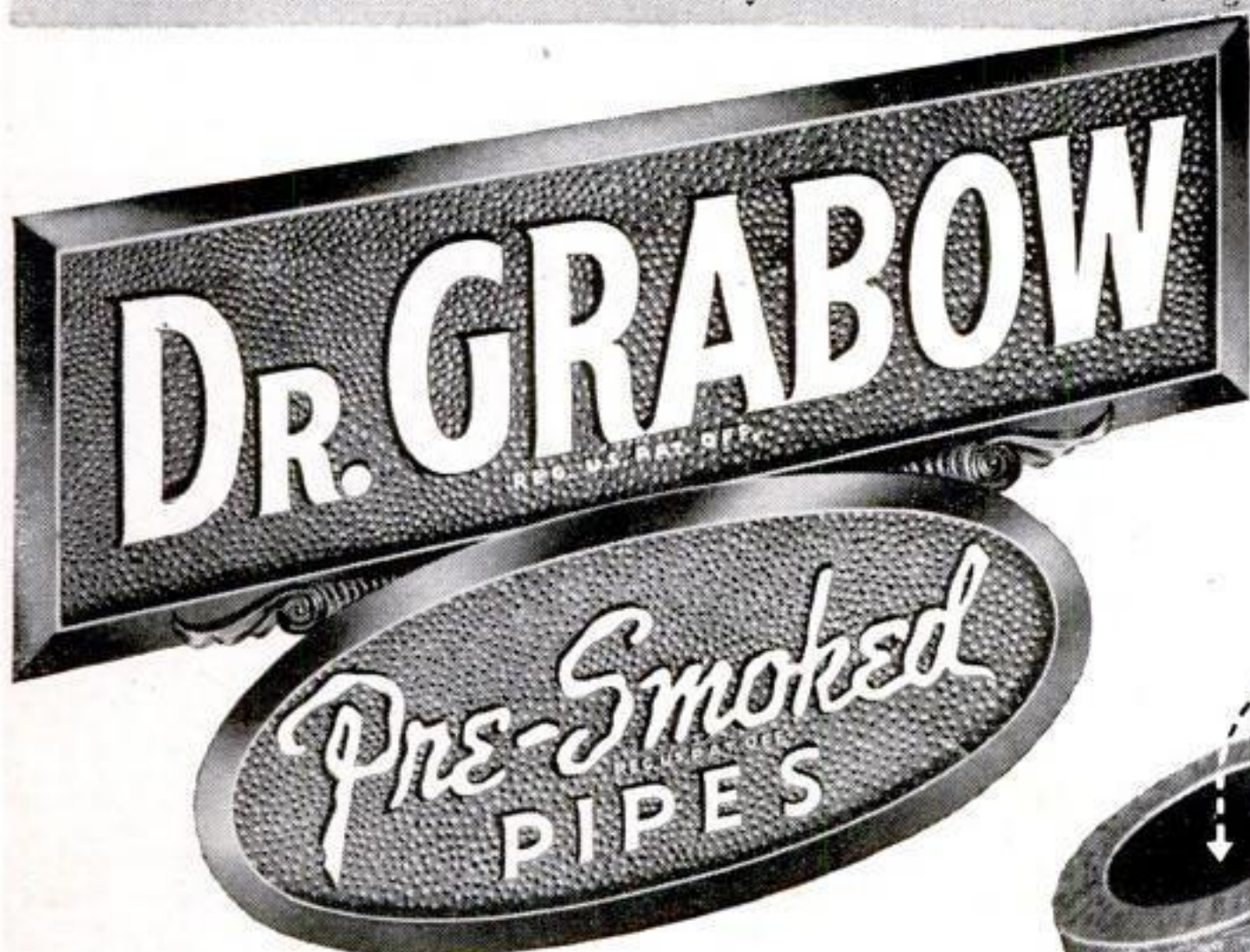
Army life changed me. It took me away from Mr. Roxborough and Julian Black and Chappie. When I didn't have them around to think for me and tell me what to eat and when to go to bed, I had to figure things out myself. I grew up in the Army. I met big people

CONTINUED ON PAGE 142

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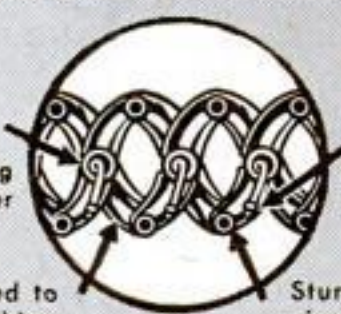
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LOVER COME BACK TO ME was one of the songs Marva Louis (right) sang during her career as a nightclub entertainer in 1944 when Joe was overseas on Army service. Here she is shown with Rita Angel, a professional showgirl before she married Tony Canzoneri, lightweight boxing champion for four years.

JOE LOUIS CONTINUED

like Mr. Willkie and generals, and nobody told me what to say. I just said what come to my mind.

When I went to the big Navy Relief show in the Garden, Mike Jacobs' office wanted to write out a speech for me. I said no. I made my own speech. I told the crowd, "We can't lose this war because we're on God's side." That went over big. When I got back from overseas with my troupe Army Public Relations told me how to answer questions, but I answered my own way. The writers asked me, "Joe, do you think the next champ will come out of the armed forces?" and I told them, "Well, he won't be no 4F." Before I went in the Army I wouldn't try to talk on my own without Mr. Roxborough or Julian Black coached me.

I saw where there were lots of things wrong with lots of people in the Army. Lots of times it seemed to me they didn't know what they were fighting for. How they treated colored soldiers showed that up.

My second Conn fight was in New York in June 1946, after we were out of the Army. It was a bad fight. Billy kept dancing and I waited for him to come to me. We got booed. In the eighth round I hit him hard in the head and in the belly. He tried to work into a clinch but I stepped to one side, put a hard right to his jaw, and he went down and was counted out. I weighed 206 for that fight and he weighed 182. I wasn't weak like in the first Conn fight.

Marva and me had talked about retiring before I went in the Army. She said I had done a lot and I had made a good name. I was heavyweight champion longer than any other man and I had made a lot of friends. She said if I stayed in someone would tag me sooner or later and a lot that I built up would be lost. Even Mr. Roxborough told me that. He wanted me to retire with the title. So I only fought two times in 1946. After I beat Conn the second time I knocked out Tami Mauriello in one round in New York.

I bowled some. I've bowled high as 272, but I average around 165 now. Mostly, though, I put more time in at golf than at anything else. Now I play 36 holes almost every day. Marva don't like that. I spend a lot of money on golf too. If I feel like it I load a couple of cars full of friends and, with our own caddies, we'll go a couple of hundred miles, or a thousand, to play in a match. I shot around 120 when I first played in 1936. Now I get around in 72 sometimes but mostly in 75 or 76. I really love golf. I got my own clubs made special for my size. I love to sock the ball and my putting's getting better. Since I went in for golf a lot of Negro golfers have come along. The same with horses and horse shows. Since I took it up at Springhill Farm a lot of other Negroes who love horses are getting up shows and riding.

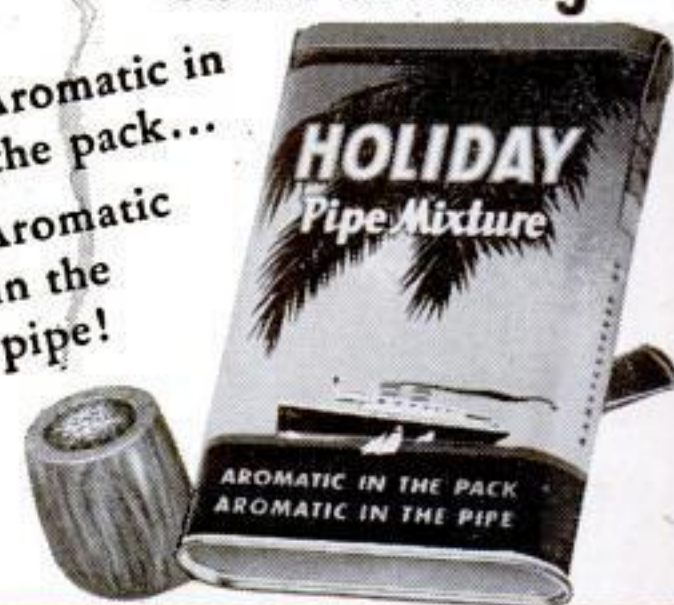
Why he announced his retirement

I GOT to admit now, training came harder once I got out of the Army. It wasn't like when I was a kid and training came easy. I loved training then. I liked to get up at 5 in the morning and run down a road all by myself, with Chappie rolling behind me in a car.

HOLIDAY

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"But you said it only takes 3½ minutes. Please, Mom!"

"I know you love that cereal, Willie," she said, "but it's bedtime and don't you know you can't sleep on a full stomach?"

Willie replied, "That's O.K., Mom. I can sleep on my back!"

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CONTINUED ON PAGE 144

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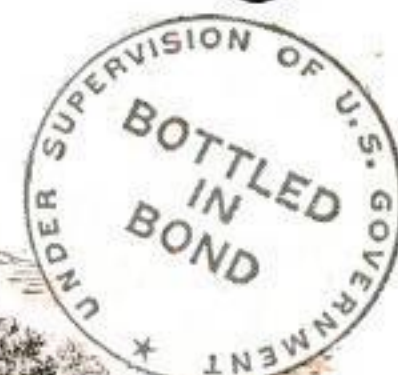
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I liked the workouts and I liked the fun around the camp. When I got in training for Jersey Joe Walcott in December 1947, it was my first fight in more than a year. The Mauriello fight was in September 1946.

I think I would have quit fighting if I had knocked Walcott out in an early round in our first fight. I knew training and fighting was coming harder and I better not keep at it. But that first Walcott fight was such a bad fight I felt I had to do it over. I made the same mistake in the first Walcott fight that I made in my first Conn fight. I was older and my natural weight was more than when I first won the title in 1937, but I aimed at getting down to 214 for Walcott. When Eddie Eagan weighed me in on Dec. 5 for the Walcott fight I told him to put the scale up around 214—a half-pound one way or the other. He had to keep sliding it down till it showed 211. I had started drying out too soon for that fight. I went off water on Wednesday and I didn't eat hardly at all until after the fight, and the fight was on a Friday.

I don't like to remember that fight. Walcott knocked me down twice in the first and in the fourth, and he closed my left eye. I didn't have the strength. I didn't have a punch that night. I was ashamed. When it was over I told Walcott, "I'm sorry, Joe." I meant I was sorry it was such a bad fight. I wanted to get out of the ring the minute I heard the last bell. I didn't want to wait for the judges' decision. I got \$217,000 for that fight, counting movie and radio money, but I never felt so low after a fight. I sat in my Harlem apartment and wondered why I fought so bad. It was worse because the crowd booed when I got the decision. I knew I had to fight Walcott again. I didn't want to retire with that for my last showing.

Mr. Roxborough fixed up a second fight with Walcott and I went to Europe to get my mind off things. I took Marva and Mannie Seamon and Leonard Reed and Eddie Green, a boy I knew overseas. Nelson Sykes, who owns a bar and grill in Chicago, came with us, and Marshall Miles. I had a contract to put on exhibitions in the Health and Holiday Exposition in Earl's Court in London. I always liked the English people. They treated me nice when I was with my troupe in 1944. Mr. Price, who ran the exposition, guaranteed me \$80,000. My second fight with Walcott was all signed before we left on the *Queen Mary* in February.

The trip was all fun. They took me to the House of Commons and everyone in the House got up when I came in with Marva. That made me feel good. They had a debate on Africa, but I didn't get to understand all of it. I went around to courts. I love to hear those English lawyers. They talk good and they look like stage lawyers with their getup. We had fun in our rooms at night. I would be judge—I like to play judge—and we would have trials and I would sock some heavy fines. I had a typewriter on that trip and I had it in my mind to write a play about a Negro soldier in the war from my own experience, but I didn't get to write more than one page.

From England we went to Paris. That's the place I like in Europe. That's a town for fun. They treat you good there. We took in all the sights—Eiffel Tower and the picture galleries and the night spots. Marva bought a lot of stuff there—antiques and dishes and silver. She bought a pair of poodles in England too. We got them yet. We call them Peter and Paul. In Paris people came up in crowds when I was in the street. They hollered, "Joe Lou-ee" and they called, "Champion le boxe." I got a kick out of it. In Paris I met Josephine Baker. I put on some exhibition bouts in Brussels for Raoul Baddoux, the promoter. They wanted me in Sweden too, but they were short of cash. They wanted to pay me off in ice skates. I made money on that trip, but I spent most of it over there.

The second Walcott fight

WE came back on the *Queen Elizabeth* in April. I went right into training. I trained hard. I wanted this to be a good fight. Mannie Seamon figured out with me that the way to take Walcott would be to box him until he got tired. We figured I wasn't as fast as him any more. We even got it down where we figured I would have to tag him out between the ninth and the eleventh or he would try to keep it going to take the decision. I went into the ring a little over 213 and he weighed over 194. Those two pounds over my first fight with him meant a lot. I was stronger than the first time.

We hooked and jabbed a lot in the first rounds. He kept backing away. I knew what he was after. He was going to try to get in a few hard ones every now and then and play for points. In the third he got me with a left and a right to the face and I went down. I got right up without a count. He got another hard right to my jaw in the fifth. He was tired in the eighth and I went to work on him. We traded punches in the ninth. I got some hard ones to his head.

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Only One Case, One Cord

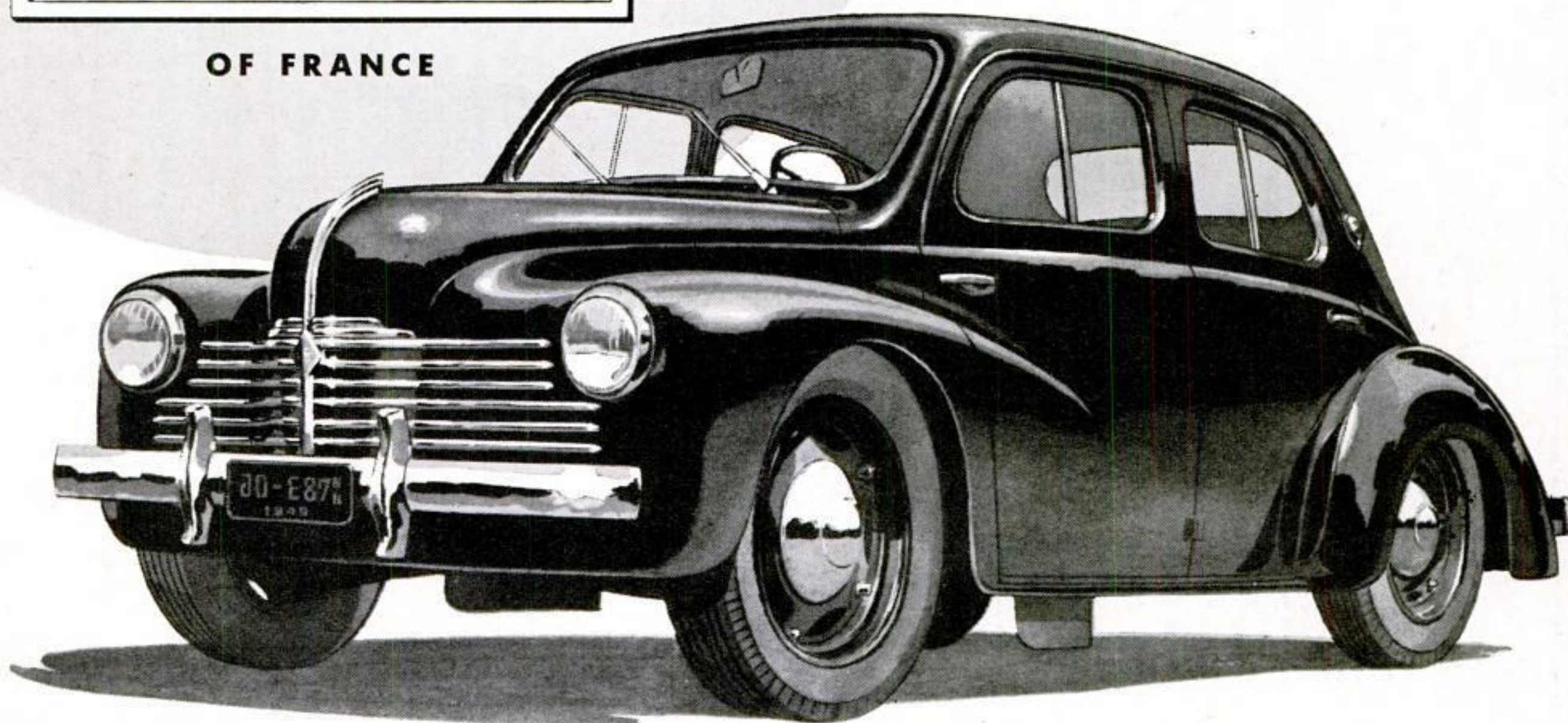
Amazing, national first-prize winner, new Paravox 1/3 size previous models. Weighs less, about 4-1/2 oz. with batteries, complete in single case. Thin as a compact. Easy to use and wear. Clear tone. Great power. Economy, uses low-cost, easy-to-get, zinc-carbon batteries. Thousands, world-wide, use a Paravox. FREE booklet "How to Select your Hearing Aid". Write PARAVOX, Inc. 2023 E. 4th, Cleveland 15, Ohio.

CONTINUED ON PAGE 146

The New 1949

**GREEN
RENAULT**

OF FRANCE



Final Delivered Price, including freight, taxes and all accessories: LESS THAN ANY 4-DOOR SEDAN IN AMERICA



Now Feel the Thrill of Driving Your First *REAR-ENGINE CAR!*

Designed for America by Europe's most distinguished motor car manufacturers—the new 1949 Rear-Engine Green-Renault is the lowest-priced 4-door sedan on the market . . . the least expensive to operate.

Engine-in-Rear—Highest possible efficiency—motor is right where it applies power!

50 miles per gallon—Unbelievable economy—cuts your gas bill two-thirds!

Heavy car comfort—Individual wheel suspension plus concentration of weight in rear gives the riding comfort of heavy cars.

Low cost repairs—Simplified design reduces moving parts to a minimum. Factory replacements now available for prompt, reliable repairs anywhere.

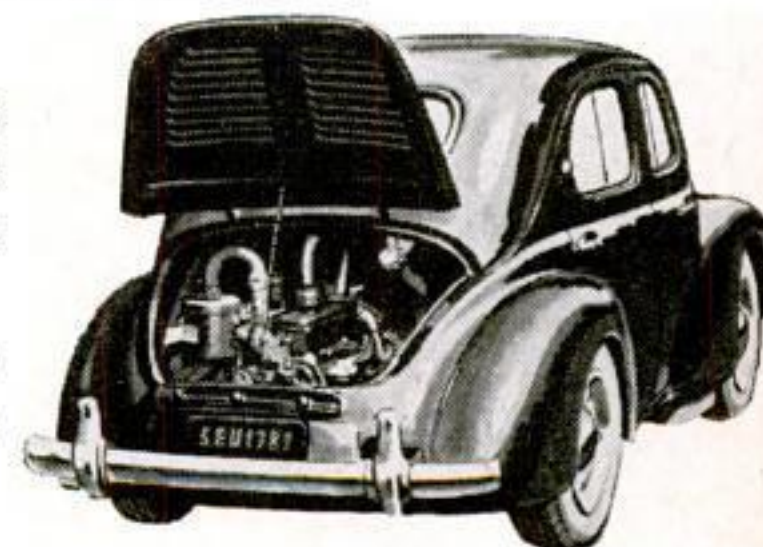
Safety—Safety glass all around. Low center of gravity.

Brakes—Lockheed Hydraulics.

Delivered Completely Equipped with *all accessories*: extra tire; front and rear bumpers; wind deflector wings; built in heater.

Easy Parking—Compact size means easy parking and simplified handling in heavy traffic.

See this car of the future today!



Engine in rear applies power directly. Spare tire is in luggage compartment under front hood.

JOHN L. GREEN OPERATIONS CORP., 1920 BROADWAY, NEW YORK CITY

Branch Offices:

521 North La Cienega Blvd.
Los Angeles 36, California

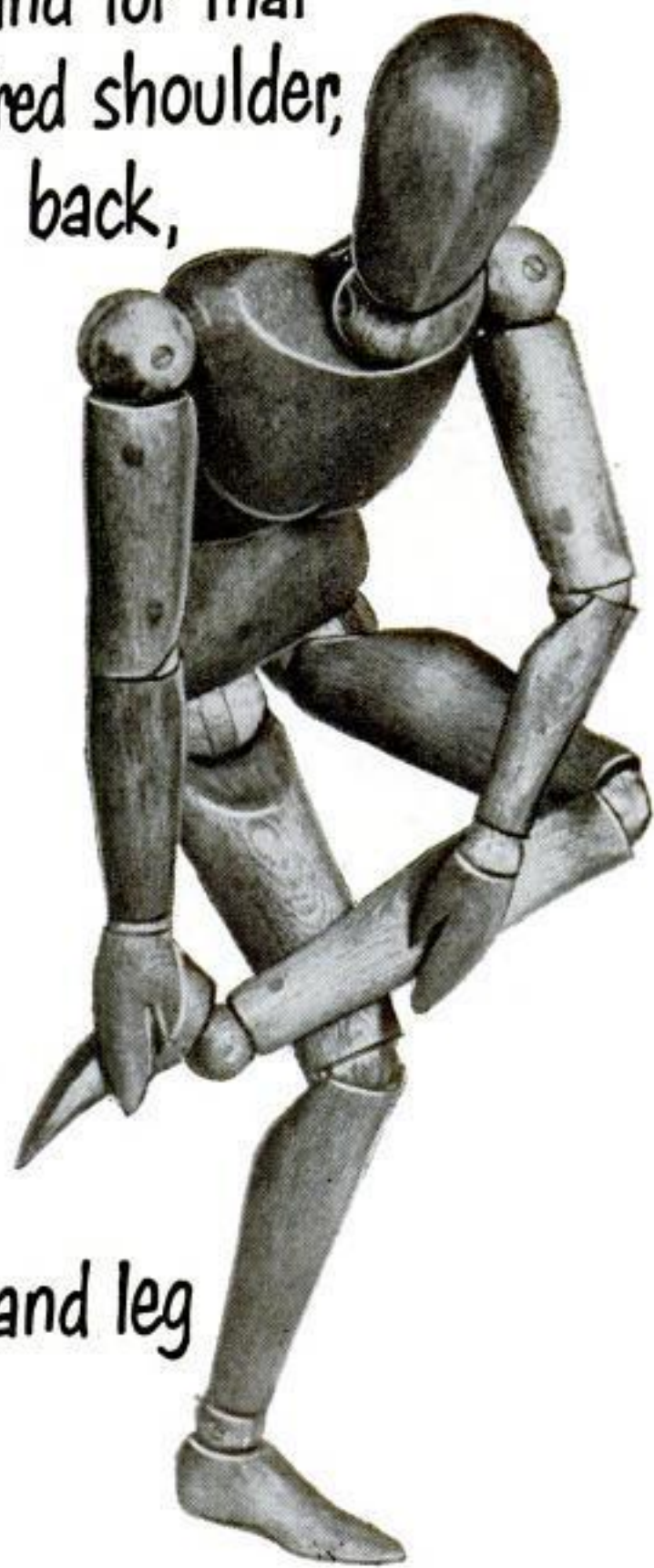
525 First National Bank Building
Atlanta, Georgia

135 South La Salle Street
Chicago, Illinois

COMPLETE FACTORY PARTS AND SERVICE IN 125 U. S. CITIES, INCLUDING—
Akron, Altoona, Atlanta, Baltimore, Boston, Bridgeport, Brooklyn, Chattanooga, Chicago, Cleveland, Denver, Fall River, Fresno, Grand Rapids, Harrisburg, Hollywood, Indianapolis, Jacksonville, Los Angeles, Macon, Memphis, Miami, Milwaukee, Newark, New Haven, New York, Norfolk, Pasadena, Philadelphia, Phoenix, Richmond, San Diego, San Francisco, Santa Barbara, Seattle, Topeka, Trenton, Washington, D.C.

Oh, my aching feet!

and for that tired shoulder, back,



and leg

Here's fast relief...

● When weary muscles torment you remember this: Your extra exercise has burned up the nourishment required for work. For fast relief the thing to do is rub those sore muscles with famous Absorbine Jr. This stimulates your local blood circulation. In turn, this enables fresh blood to bring invigorating nourishment to areas where applied. The pain eases, stiffness subsides and you feel ready to go. It's grand relief! Get a bottle of time-proved Absorbine Jr. today and always keep it handy. \$1.25 at all drugstores.

W. F. Young, Inc.
Springfield, Mass.



Ah!
my

Absorbine Jr.!

JOE LOUIS CONTINUED

He tried backing away in the 10th. I knew then I would take him. I put a real hard right to his jaw in the 11th. It shook him good. I followed up with hard rights and lefts. He tried to back away, but I kept right on him. He was hurt. He tried to cover his face. I hit right through his guard. I rocked his head right and left. His arms came down and I got a hard right through. He went down on his face. He rolled onto his back. I could see by his mouth he wasn't going to come up. He was on his knees by the seven count but he couldn't get up. That was my last fight.

Like I said at the beginning of this story last week, if I never fight again I figure I can get along good on what money and properties we own now, and with what I get out of exhibition bouts. They pay good. On my South American tour last year we took around \$100,000. Then I got annuities. I've got Joe Louis Enterprises Inc. going good and I've got an interest in the Joe Louis Punch. That's a soft drink that's selling good in 31 cities and in South America. I've got \$25,000 stock in it and I get 5% in royalties. I may build myself a bottling and distributing plant and sell Joe Louis Punch myself. I've got my house in Detroit and in Chicago. I am in the Superior Life Insurance Society with Mr. Roxborough in Detroit. I am vice president in that. I work up Joe Louis Youth Clubs for that company—field meets and picnics and things like that, and I am on the board of directors. In New York I'm setting up to go in business with Ray Robinson to distribute Canadian Ace Beer. I've been trying to get a Ford agency out here in Chicago. In a garage out here in Chicago, I am starting the Chicago School of Automotive Trades. Truman Gibson set it up for me. I don't want profit out of it. Anyone will be able to come to it, but mostly I want it for Negro boys who get out of school or college and find they can't get jobs as easy as white boys. I want it for kids like I was, who can work only with their hands. I got other ideas for the future, and when people say Joe Louis is broke, that's just talk. If I don't have ready cash I have other things to see me through. I think that in maybe five, ten years when I get to be 40 or 45 I'll be all set and really quiet down. Up to then I figure to golf a lot and ride a lot and live good, but watch my business too. That's the way I figure it. What's in the cards after that I can't guess.

I've had good breaks for a raggedy kid out of an Alabama cotton patch. I've lived good. I think of the time when I was on my Army tour in 1943, when I tried to drive my big Buick down the dirt road back to where I was born; how the car bogged and I had to ride in there on a donkey cart like I did when I was a kid. I think how my mother got the same kick out of it when she went back there a couple of years ago—how our old neighbors talked about me and how they followed all my fights on the radio.

I don't figure to keep on fighting. I know if I keep on I got to get beat. Every man's got to figure to get beat, some time. It's like I told Governor Dewey in New York the week before election. He said, "Joe, you figure to fight again?" and I told him, "Governor, I may get to fight one more fight." He said "Well, Joe, you better make it your last fight," and I said, "Yes, Governor, I guess I better had." If I do sign for one more fight it will be my last, except for exhibitions. That's the way I figure now.



JOE LOUIS PUNCH brings the champion income from royalties and stockholdings. It is a carbonated soft drink with grape flavor, it sells for 5¢ a bottle.

Boys Cheer for -
TUFFIES
OUT OF THE WEST

Genuine
Blue Denims
For Boys

NOW with
ZIPPERS

\$2.29
per pair

IN SIZES 1-22 — 20" to 32" Waist
SANFORIZED • COPPER RIVETED

COLORFUL FREE BOOKLET ASK FOR
About the West

Interesting, authentic pictures and facts about cowboy life. Ask your dealer for the latest of this series of colorful booklets.

LOOK FOR THIS LABEL OR ORDER BY MAIL

If your boys' store doesn't stock 'em — order direct

OKLAHOMA CLOTHING MFRS., Inc.
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GIVE HIM FOOD TO EXERCISE HIS TEETH!

Chewing is a *natural* need for him . . . it helps to keep his teeth and gums strong and healthy. And when he crunches MILK-BONE biscuit, he's getting important food elements, too! Appetizing MILK-BONE biscuit is *economical* to feed because it's concentrated nourishment, rich in vitamins and minerals. Feed MILK-BONE biscuit regularly!



MILK-BONE dog biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D, and E . . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk.

NATIONAL BISCUIT COMPANY

For Men of Distinction...

LORD CALVERT

ARISTOCRAT OF HIGHBALLS...

There's no mistaking a highball made with Lord Calvert. For this noted whiskey—*so rare... so smooth... so mellow*—owns a gentle but obvious distinction that whispers its royalty. For supreme enjoyment, try Lord Calvert today.

MR. VLADIMIR GOLSCHMANN,
DISTINGUISHED CONDUCTOR OF THE
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Lord Calvert, Supreme Achievement of America's Most Distinguished Distiller • Custom Blended Whiskey, 86.8 Proof, 65% Grain Neutral Spirits • Calvert Distillers Corp., New York City.



*"I'm serving my family an
A&P Guaranteed Holiday Dinner!"*

Know what an "A&P guaranteed holiday dinner" means?

Well, it's a spread of everything of your own selection from a tempting appetizer to plump turkey (and all the trimmings) to dessert, after-dinner mints and coffee, all certified to give you the grandest, most satisfying dinner ever.

It's nothing new for A&P to guarantee the foods it offers. It's a policy as traditional to A&P as cranberry sauce is to turkey.

A&P can certify all the good things it stocks because it selects them painstakingly, to rigid standards of quality... tests them, proves them... then protects them from source to you.

*We believe no food store
offers more values more
days a week than A&P.*





"INCIDENT OF THE FRENCH CAMP," BY ROBERT BROWNING
YOU KNOW, WE FRENCH STORMED RATISBON: A MILE OR SO AWAY,
ON A LITTLE MOUND, NAPOLEON STOOD ON OUR STORMING-DAY

WITH A GRAND BOW little Harlan announces the title of the poem and starts his recitation with the lines surprinted on this photograph. While his mother (Dorothy

Stickney) beams on him with maternal pride, his father (Howard Lindsay) has started to glower, with the deadly calm before a storm, at Cousin Cora's husband Clyde.

"SMILING THE BOY FELL DEAD"

A peppery evening with the Day family in "Life with Mother" is agitated by a recitation from Browning

In too many American families there is a youngster who loves to recite poems for company and who, once started, will go on spouting even if the house burns down. Such a youngster is the inspiration of the funniest scene in Broadway's latest comedy hit, *Life with Mother*, which Russel Crouse and Howard Lindsay wrote as a sequel to their record-breaking *Life with Father* (3,213 Broadway performances).

On an evening in the late 1880s the Day family is entertaining Cousin Cora

and her blustering new husband Clyde. Young Harlan Day, played wonderfully by 8-year-old Robert Wade, starts out with a squeaky voice and violent gestures to give the classic recitation, *Incident of the French Camp*, by Browning. At that point Clyde accuses Father Day of losing Cora's money in foolish investments. The husband bellows. Father bellows. Mother and Cora shush them. But Harlan, blissfully persistent, goes on reciting, suiting his gestures to his words all the way to the immortal last line, "Smiling the boy fell dead."

STEMBITER YELLO- BOLE

REG. U. S. PAT. OFF.

*Honey
treated*

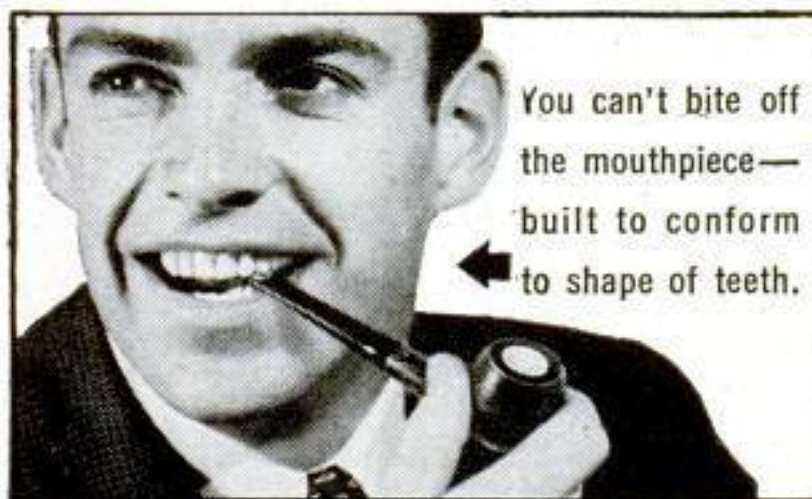


NEW

Billiard Shape
Stembiter Yello-Bole
Selected Briar \$2.50

STEMBITER BIT for the man with **STRONG TEETH**

Some pipe-smokers bite on their pipes, and often bite right through the stem. Stembiter Yello-Bole is designed to end this trouble. The bit is shaped so that it conforms to the teeth. Thousands have been sold, and have brought real satisfaction to grateful smokers. The smoke is drawn through 3 passages instead of one, providing extra enjoyable smoking. The bowl is treated with real bee's honey which makes it smoke sweet and mild from the start. No "breaking-in." Stembiter Yello-Bole at dealers', \$2.50. A variety of shapes. Other Yello-Boles are Premier \$2.50, Imperial \$1.50, Standard \$1. Kaufmann Bros. & Bondy, Inc., Estab. 1851, 630 Fifth Avenue, N. Y. 20, N. Y.



You can't bite off
the mouthpiece—
built to conform
to shape of teeth.

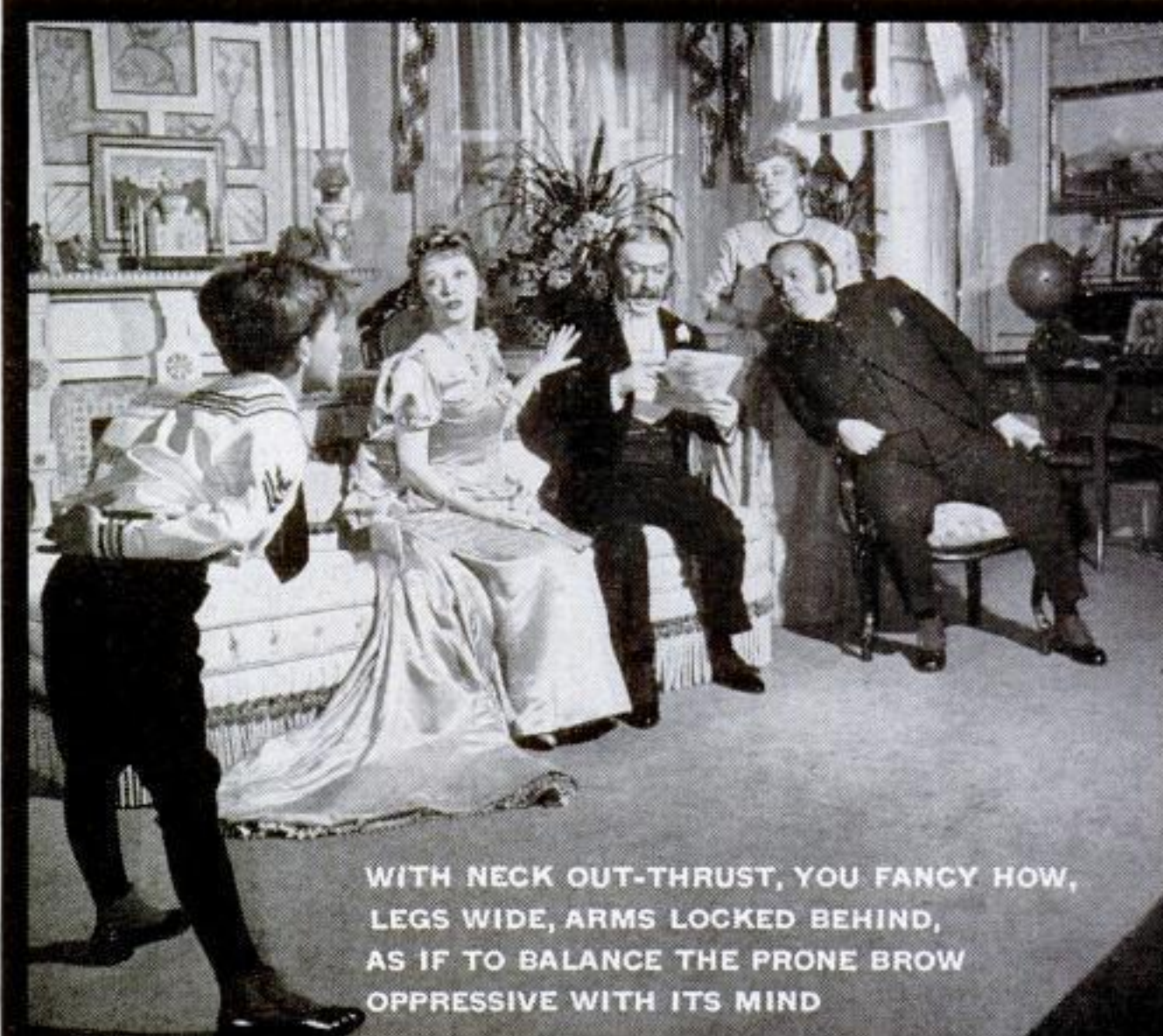


This picture of Honey
Girl is displayed
wherever Yello-Boles
are sold.



Identify Yello-Bole
by the Honey-Seal
in bowl. It keeps
the honey fresh.

"Smiling the boy..." CONTINUED



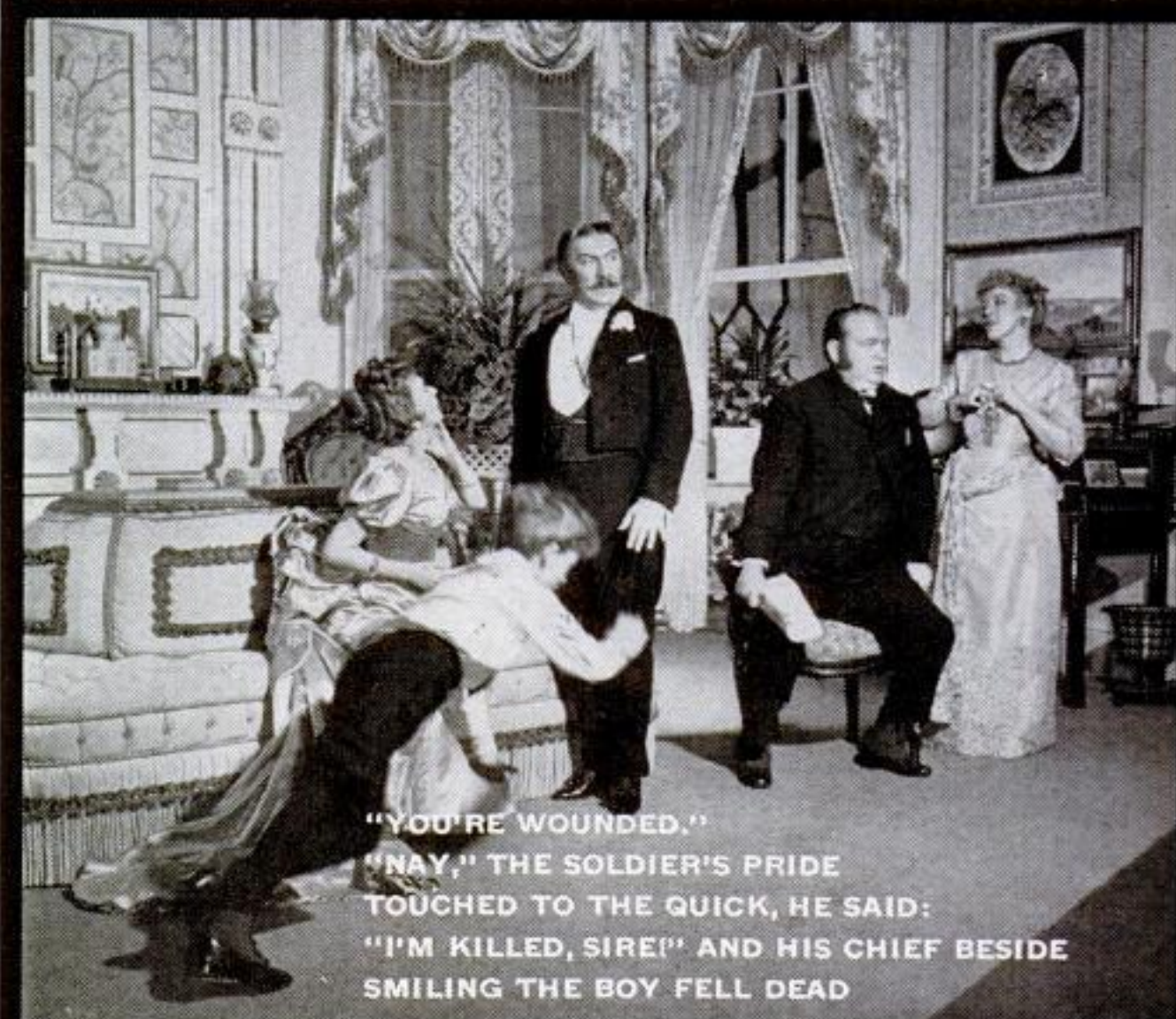
WITH NECK OUT-THRUST, YOU FANCY HOW,
LEGS WIDE, ARMS LOCKED BEHIND,
AS IF TO BALANCE THE PRONE BROW
OPPRESSIVE WITH ITS MIND

"HUSH," says Mother to Father, who rattles papers as Harlan tries to
mimic Napoleon. Clyde (Robert Emhardt) tries to study the paper too.



"WELL," CRIED HE, "EMPEROR, BY GOD'S GRACE
WE'VE GOT YOU RATISBONI
THE MARSHAL'S IN THE MARKET-PLACE
AND YOU'LL BE THERE ANON"

THE ROW gets worse when Clyde reads that stock Father bought for
Cora (Ruth Hammond) lost three points. Clyde bitterly blames Father.



"YOU'RE WOUNDED."
"NAY," THE SOLDIER'S PRIDE
TOUCHED TO THE QUICK, HE SAID:
"I'M KILLED, SIRE!" AND HIS CHIEF BESIDE
SMILING THE BOY FELL DEAD

THE PARTY BREAKS UP when Father rises and proclaims, "I want
no more of this." Harlan, his oratory unnoticed, drops "dead" on floor.

Aged Whisky Is Scarce

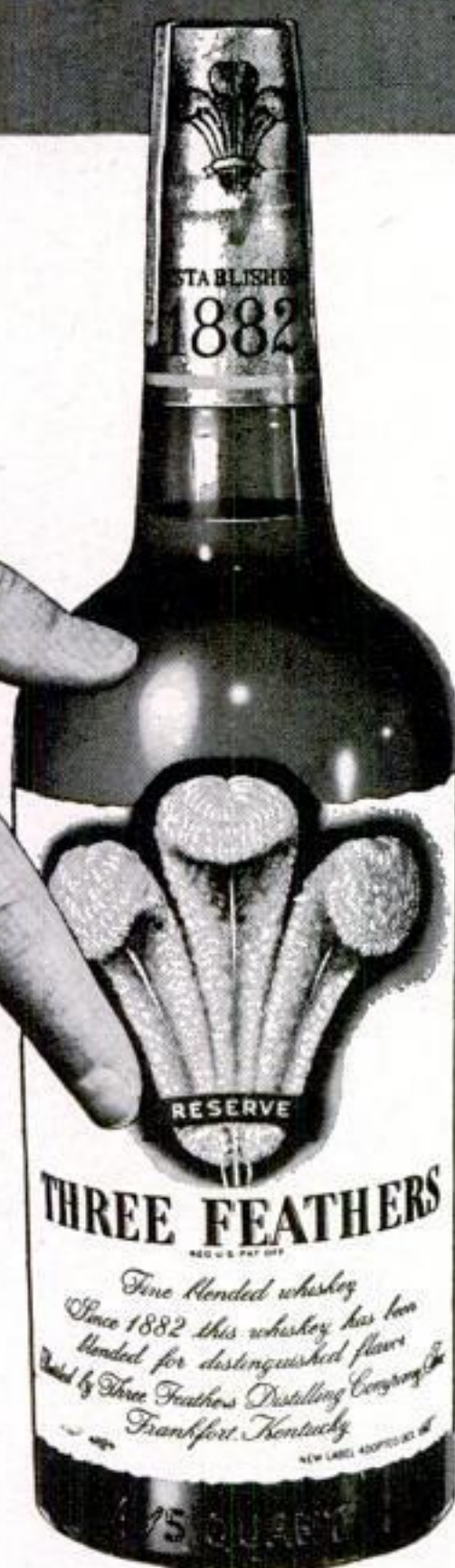
The shortage of aged whisky is reportedly behind the withdrawal of some brands. While total stocks of liquor are large—in excess of 400,000,000 gallons—the bulk of it is young whisky not aged enough to fit into most blend formulas.

—From a Leading Metropolitan Daily

Aged whiskies* are scarce today! IT TAKES A SECOND LOOK TO FIND REAL QUALITY

FIRST LOOK...

The front label—symbol of quality—your guide to selecting the brand you want.



SECOND LOOK...

The back label is required by the U. S. Government. It tells you the age and amount of base whiskies in the blend—proof of quality.



"Second Look" shows you rare FIVE, SIX and SEVEN-YEAR-OLD whiskies are in today's superb-tasting THREE FEATHERS

***RARE BLENDED WHISKEY.** 86 Proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

Quality Assurance

You are assured of Three Feathers' continued rare good taste because the whiskies in the Three Feathers blend are drawn from America's largest reserves of fully aged, fully matured quality whiskies.

No other concern in North America can make this statement!

THREE FEATHERS

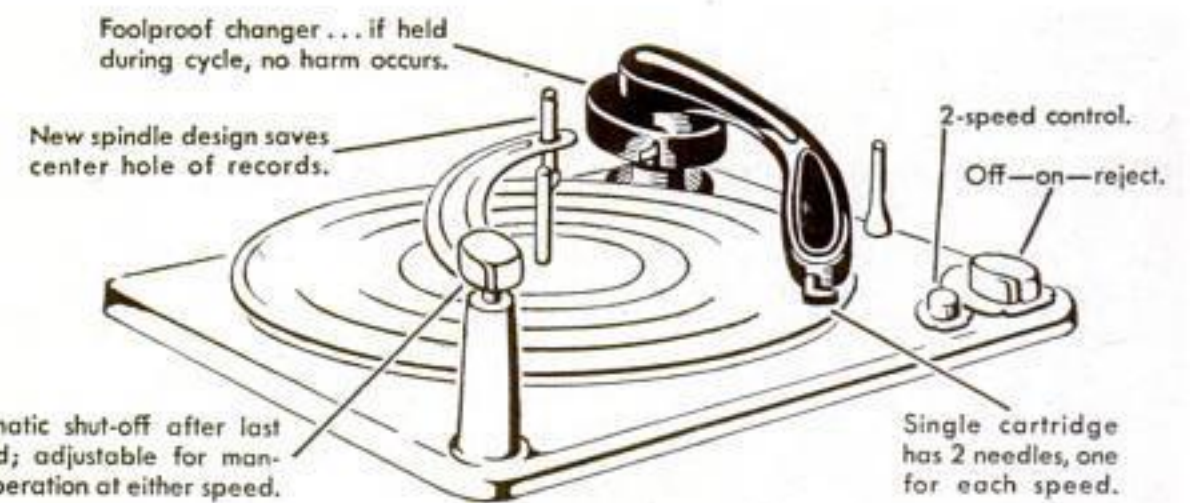
...choice of those who take a second look for quality

NEW *2-Speed* RECORD PLAYER

Now...in your favorite Stewart-Warner Radio-Phonograph



MONTICELLO (A61CR-7) Richly beautiful commode in gleaming dark mahogany, a contemporary interpretation of 18th Century Adam design of enduring charm. AM radio plus your choice of the new 2-speed record changer or the conventional one-speed changer. Dual matched-tone speakers. Spacious record storage.



Fully Automatic Changer

SINGLE TONE ARM—plays the new Long Playing records and your standard records—intermix with automatic stop!

The most exciting development in record-playing since the electric radio-phonograph... and it's yours to enjoy in the new Stewart-Warner combinations! This new Long Playing changer gives you magnificent reproduction, 4 hours of continuous entertainment. Shift to standard speed, and you can play your regular records with the full-toned richness you expect in a Stewart-Warner. For a musical thrill, see the new Stewart-Warners today!



MANHATTAN (B92CR-3) Simple, classic cabinet in a dark mahogany finish. FM-AM radio plus your choice of the new 2-speed record changer or the conventional one-speed changer. Twin speakers.

Wonder Window TELEVISION

New instant tuning! Wider pictures! Home-size styles!

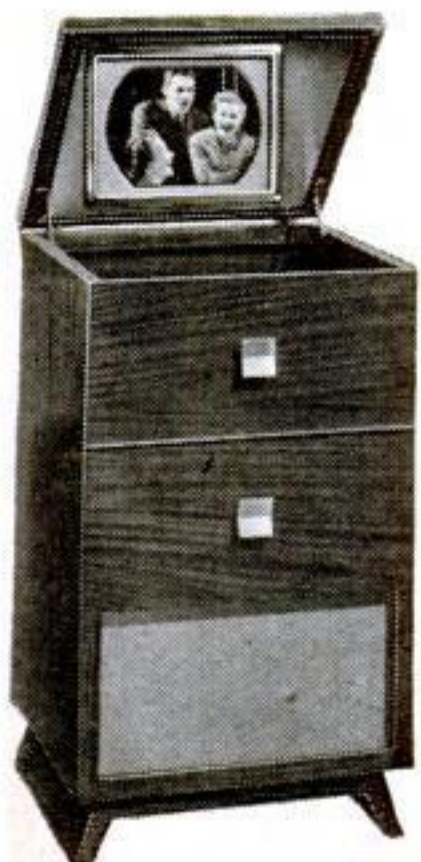
Stewart-Warner's great new Wonder Window Television gives you a whole new picture of today's thrilling television entertainment for your home. See it today!

NEW YORKER (AVC-1)
Matches the "Manhattan" radio-phonograph. New Photo-Mirror Screen puts the picture up where everyone can see it. Hidden enlarging glass, to make picture even bigger, at slight extra cost.

WASHINGTON (AVT-1)
New, compact table set... gives you the same bigger picture on a direct-view screen. Harmonizes with the "Monticello" radio-phonograph.



Attachable base for the "Washington," at slight extra cost, makes it a smart console set.



Stewart-Warner

FM • RADIOS • AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14  ILLINOIS



IN THE COBBLED COURTYARD OF THE AMERICAN EMBASSY, AMBASSADOR LAURENCE STEINHARDT (FRONT) MARSHALS HIS AIDES AND HIS ARMY OF CLERKS

Life Visits U.S. Embassy in Prague

Behind the Iron Curtain, Americans in Czechoslovakia still represent their country in the grand manner

Since last February, when the Communists took over in Czechoslovakia, the U.S. Embassy in Prague has been a vital U.S. observation post behind the Iron Curtain. This fall, when *LIFE* visited the embassy, it was still carrying on in the grand manner established by able outgoing Ambassador Laurence Steinhardt (*above*, with most of embassy staff). He has since been transferred to Canada. But under its new chief, Joseph E. Jacobs, the Prague embassy will continue to be one of the most impressive—and unlikely—diplomatic installations anywhere in eastern Europe.

The organization in Prague is typical of American embassies throughout the world. At the ambassador's right hand is the counselor of embassy, who is second in command and to whom the heads of the embassy's departments

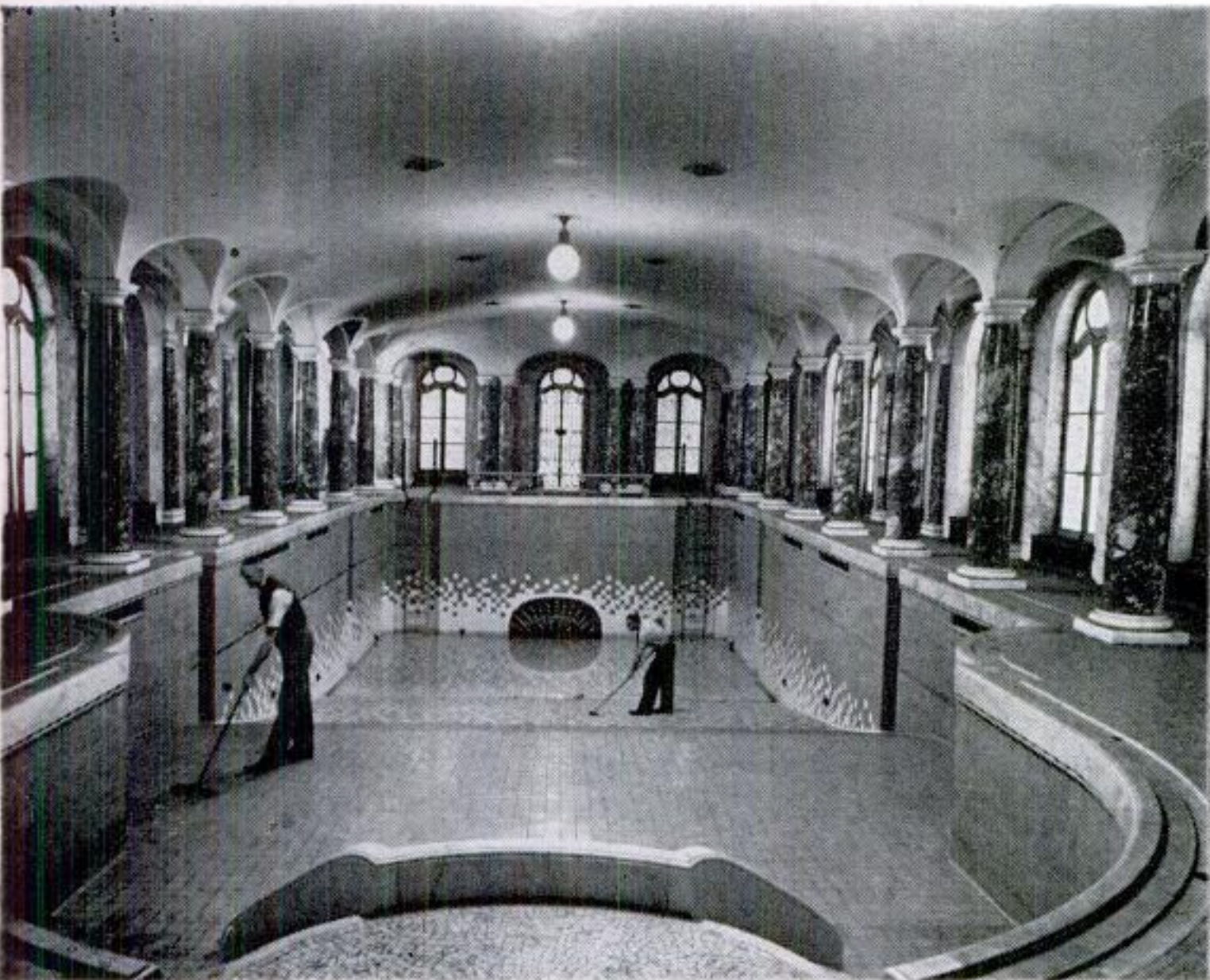
(*first row*) report on subjects ranging from labor and agriculture to the market for refrigerators. Besides the department heads are military, naval and air attachés, who study developments in their own fields. Beneath them are scores of clerks and minor officials—65 Americans and 96 Czechs.

The embassy is housed in an enormous 18th Century baroque palace built for Prince Charles of Lichtenstein. The ambassador's residence (*pp. 154, 155*) is by far the most magnificent—and expensive—in Prague. However the investment has already paid handsome dividends in prestige. Even Czechs who do not have an eye for Homburgs or real estate are impressed. A Czech clerk, who risks Communist "discipline" by working for the Americans, told *LIFE's* photographer, "I like to be able to come and breathe the air in here every day."



THE AMBASSADOR'S RESIDENCE is a 58-room mansion built by a Czech industrialist and purchased this year by the U.S. Here 23-year-old daughter Dulcie Ann, Mrs.

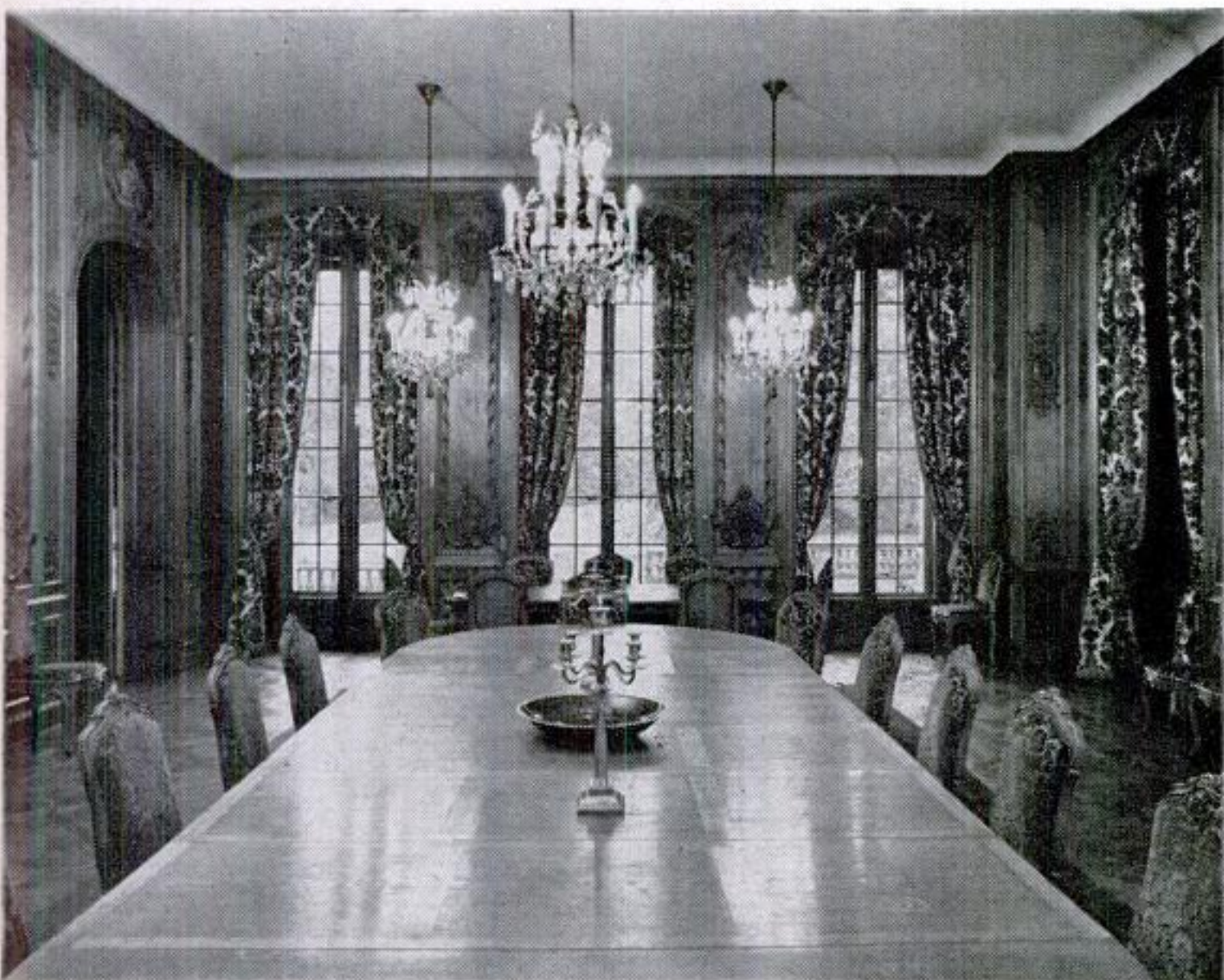
Steinhardt and the ambassador wait for their limousine to take them to a party. Behind them the ornate staircase curves upward to their private apartments on the second floor.



SWIMMING POOL in the residence is lined with green and white tile, surrounded by red marble columns. Adjoining the 59-foot pool are a gymnasium and a tennis court.



RECEPTION ROOM contains priceless furniture of which Czech workmen first made cheap models so that original owner could change designs without wasting rare woods.



FORMAL DINING ROOM can seat more than 30 guests. For mass entertaining the dining room is used as a buffet and guests eat at tables scattered in the winter garden.



INLAID MARBLE FLOOR (above) is the most impressive feature of the main entrance hall. Below: a Czech maid tidies up Mrs. Steinhardt's bathroom, of which the walls as well as the floor are marble. Faucet handles and washstand legs are gold-plated.



POLICY, PROPAGANDA AND PARTIES



AT OFFICIAL CZECH PARTY Ambassador Laurence Steinhardt (right) is polite but restrained, in accordance with relations between the U.S. and the Iron Curtain countries. Here he chats with Deputy Premier Zdenek Fierlinger (left), Premier Antonin Zapotocky and Foreign Minister Vladimir Clementis.



AT AMERICAN PARTY, held in the embassy as a farewell to Steinhardt, Czech girls drink with American soldiers from the U.S. air attaché's office.



AT U.S. INFORMATION CENTER Czechs are attracted by posters giving U.S. view of the news. When LIFE's photographer went inside the office, many Czechs who were reading American publications apologetically hurried out because they were afraid to be photographed in such surroundings.



Paris Designs for women at **Puritan** prices **17⁹⁵**

Top: by the famed JEAN FARELL... Loop-draped skirt, metallic-shot, braided contrasting yoke. Below: by CATHERINE PAREL... Double cascade drape, V-neckline with beaded embroideries. Also (not shown), a ROSINE PARIS suit-dress with bead-encrusted soutache braiding... the other, a CATHERINE PAREL dress with trio-tier skirt, web-beaded top. All four in luxurious rayon crepe, in black and smartest colors. 14½ to 24½. For store nearest you, write now to Puritan Dress Co., 1400 Broadway, N.Y.C.

Always look for the Puritan "Forever Young" label



OMEGA AUTOMATIC

world's
thinnest
self-winding
watch

No winding nuisance with a famous 17 jewel Omega Automatic. Just wear it; it winds itself. Acclaimed by jewelers the world over for its accuracy and handsome design. The large but thin Omega movement stores 36 hours reserve winding, has mainspring stay to prevent overwinding. Can be wound and set by hand. Descriptive folder on request, write Dept. 14.

Illustrated:

Omega Automatic,
14K gold-filled \$71.50;
14K \$175 (F.T.I.).

With sweep second
hand slightly more.
Handsomely boxed.

At fine jewelers
throughout the U.S.
Other Omegas for
men and women
from \$60.

OMEGA ACCURACY AWARDS

Official timer for
Olympic Games of
1932, 1936 and 1948.
Geneva Observatory
since 1930.
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England since 1933.

1848  1948

Celebrating 100 Years of Distinguished Watchmaking

OMEGA

FIFTH AVENUE • NEW YORK

Rose Earrings by Krementz



Various Designs
10.00 to 20.00

Twin tributes to good taste
—Delicate, natural looking
little pink roses with green
leaves. In 14 kt. rolled gold
overlay for lasting enjoyment.

Krementz

FINE QUALITY JEWELRY

Since 1866

FOR LADIES: Bangle Bracelets • Earrings
Flexible Bracelets • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Collar Holders • Tie Holders

Wherever fine jewelry is sold



The jolly Red Cap is a constant reminder for all to enjoy Carling's.

Red Cap for lightness

Some people still think of ale as being heavy or musty. These people haven't yet met up with the lightness of Red Cap. Light, that's true, but with a real *zing* to the taste, too. How about Carling's Red Cap Ale for you?



Scotties*
are softies!

* another tissue by **Scott** you'll love and can trust

"Scotties" Reg. U. S. Pat. Off.



EMBASSY WORKER obeys bilingual admonition showing that the U.S. is not so preoccupied with great events that it will overlook its rug-cleaning.



STROLLING AMBASSADOR Steinhardt, crossing the Charles Bridge in Prague, attracts furtive backward glances from Czechs who have recognized him.

You make it...

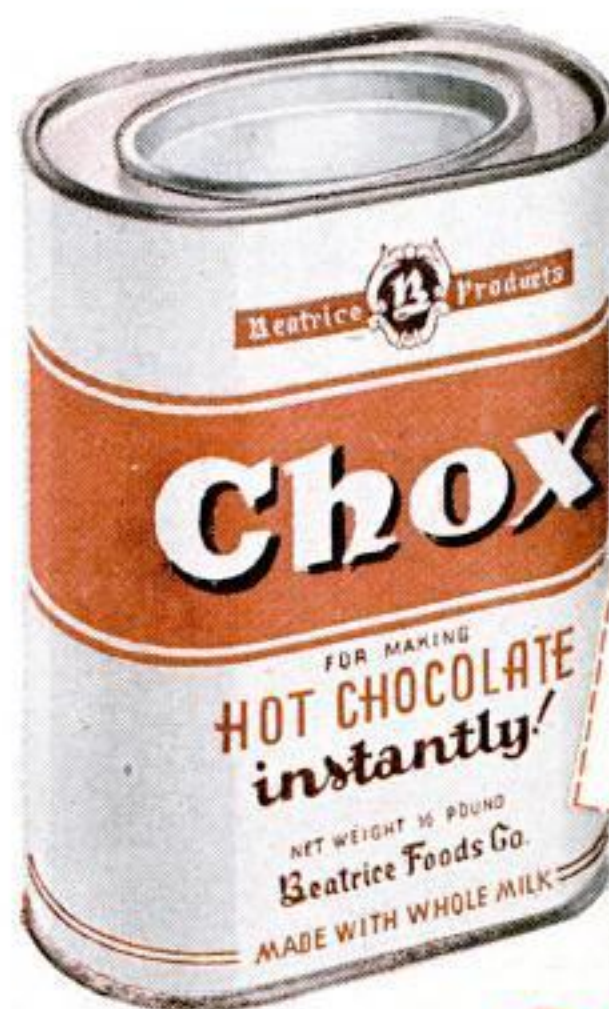


in a minute...

the milk's already in it!



... and **Chox** makes the best cup of hot chocolate you ever tasted.



CHOX for Delicious Desserts, too!
Try these chocolate-y

CREAMY CHOX NUT SLICES

$\frac{3}{4}$ cup CHOX 1 Meadow Gold Egg
1 cup nut meats, broken
 $\frac{3}{4}$ cup confectioner's sugar, sifted
2 tbsp. Meadow Gold Milk or Cream

Beat eggs well; add milk or cream. Add CHOX and sugar to mixture. Add to several rolls $\frac{1}{4}$ -inch in diameter and harden, then cut to $\frac{1}{2}$ -inch slices. Makes about 5 dozen slices.

Note: Nuts may be omitted and mixture shaped into balls which may be rolled in malted-milk, chopped coconut, chopped pistachio or other nuts.

Beatrice Foods Co.

Start using rich **Chox** today. It's thrifty!



GODIVA ASTRIDE (above) was painted in 1898 by John Collier, who died in 1934. Coventry art collectors have turned up comparatively few versions like his.

SIDESADDLE GODIVA (below) was painted in 1866 by Sir Edwin Landseer, a noted British animal painter. Most artists have chosen this more ladylike version.



MAYOR MALCOLM GRINS UNDER DISPUTED GODIVA



SIDESADDLE OR ASTRIDE?

Paintings of Lady Godiva stir up
a fine fuss in her own home town

The 900-year-old legend of Lady Godiva, long the basis for a vast amount of pleasant speculation and indifferent art, recently stirred up a controversy in Coventry, England. A painting showing Godiva riding astride, hanging in the city's council chambers, was joined by a sidesaddle version presented by a quarry-owner named W. H. Bassett-Green. Immediately school authorities raised a fuss. Children, they said, would see a historical inaccuracy—the sidesaddle was unknown in Godiva's day. Coventry's Director of Education W. L. Chinn (below, right) added that his opinion of both pictures was unprintable. Coventry's Mayor W. H. Malcolm took no side but promised early resumption of Coventry's famous Godiva procession (p. 163) with Godiva, as usual, riding sidesaddle.



BASSETT-GREEN holds out for sidesaddle theory.



EDUCATOR W. CHINN is against both versions.

CONTINUED ON PAGE 163



American Toys *for American Boys and Girls*

YES, nothing thrills a child as much as the *right* toy, and that means an American toy. For only American toys are built with the American child—and nobody else—in mind.

Only American toys are child-tested by American psychologists in American Toy Institute laboratories . . . tested for popularity, for child development, too.

American toys are safe as well . . . the safest in the world. For American Toy Institute safety standards are based on years of scientific research in materials, construction, coloring.

So when you buy toys for Christmas or any time, make sure they are American toys . . . the best gifts of all for American girls and boys!



The American Toy Institute

of Toy Manufacturers of the U.S.A., Inc.—200 FIFTH AVENUE, NEW YORK CITY 10

**MADE IN
U.S.A.**

FOR THOSE WHO APPRECIATE A TOUCH OF ELEGANCE...

Gleam O' Gold

CHRISTMAS CARDS BY RUST CRAFT

Send your Christmas Greetings in the grand manner... on

Gleam O' Gold Christmas Cards by Rust Craft. These gleaming, precious, golden cards are beautifully reproduced in glorious colors.

You'll be proud to send... your friends will be flattered to receive... Gleam O' Gold Christmas Cards.



12 glorious
Gleam O' Gold
Christmas Cards

\$1 THE BOX



RUST CRAFT

GREETING CARDS OF CHARACTER

BOSTON • TORONTO

Suitable for signing or imprinting... AVAILABLE ONLY AT STORES WHERE RUST CRAFT CARDS ARE SOLD



1902 GODIVA WAS VERA GUEDES, WHO WORE A TUNIC OVER SILK TIGHTS

TODAY GODIVA WEARS CLOTHES

Coventry is understandably fond of its most celebrated citizen. Lady Godiva was the wife of an 11th Century earl named Leofric who supposedly promised to reduce taxes if Godiva rode naked through the town. In 1678 the city fathers decided to commemorate her deed by including a re-enactment of the ride in the Coventry Procession, held two or three times a decade ever since 1218. Procession Godivas, usually well protected against the English chill (*above and below*) have been colorfully varied. They have included streetwalkers (in the early days), a snake charmer, Royal Academy models, a showgirl famed as a "stage nude" and respectable ladies of the town (p. 164). Today the role of Lady Godiva is one of the most coveted honors in Coventry.



1929 GODIVA was Muriel Mellerup of Gloucestershire, who was chaperoned by her parents. Muriel said the ride "got rather cold toward the end."

CONTINUED ON NEXT PAGE

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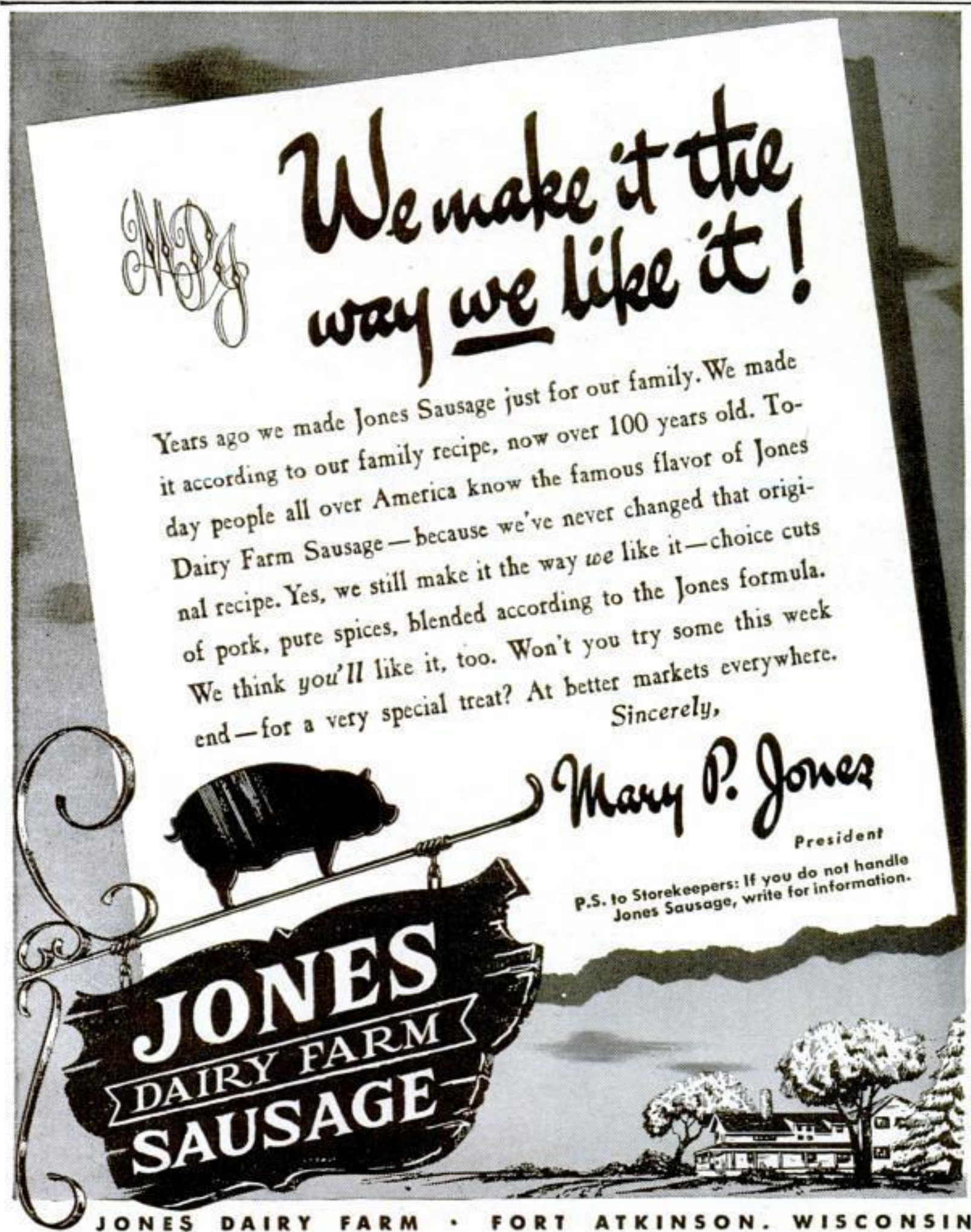
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Lady Godiva CONTINUED



FAMOUS GODIVA IMPERSONATOR was Madame Wharton, who in 1848 brought respectability to the procession role formerly enacted by "degraded females." Her actual costume was a satin tunic over neck-to-toe tights.



DEMURE GODIVA in old English engraving was surrounded by helpers.



GALLOPING GODIVA was shown in Belgian painting by Franz Vinck.



SEDATE GODIVA, dressed to the teeth, dominated David Gee version.



APPREHENSIVE GODIVA in a French picture ignored Peeping Tom.



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